Section II

December 15, 1959

BOOT and SHOE
Recorder
NATIONAL VOICE OF THE TRADE

# BRAND NAMES GUIDE

*and*

# TRADE MARK DIRECTORY ISSUE

*of the*

# SHOE LEATHER *and* ALLIED INDUSTRIES

When your shoe and your competitors' look alike, a trusted brand name on the sole can make the difference . . . can make the sale. These are the solemarks that stand for matchless quality and your customers know that they are

*not on all shoes . . . just the best ones* **AVON**
**SOLE COMPANY**

# CRADDOCK-TERRY has shoes for every man, woman and child in this picture

Men's, women's and children's shoe brands that deliver value *in full measure.* Brands that are becoming more widely known daily through national advertising and, more significantly, publicity born of customer confidence and satisfaction. Backed by dependable in-stock service, they're keeping sales of more and more retailers in PERPETUAL PROFIT MOTION.

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Since 1888

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These are the trademarks instantly recognized by millions of Americans—men, women and children—representing quality and value for every age group, every income group, in every sphere of footwear fashion, coast to coast.

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Trim Tred — SHOES FOR WOMEN

Accent — SHOES

Velvet step — SHOES FOR WOMEN

Vitality — SHOES

Florsheim

Soft Pedals — by QUEEN QUALITY

Panorama

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Trios — SHOES FOR TEENS

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### SHOES FOR MEN

The Rand Shoe — FOR MEN

City Club — SHOES FOR MEN

Randcraft — SHOES FOR YOUNG MEN

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Fun-Shus

Amigos — Wash-N-Wear Footwear — MADE OF UTRILON

**Saint Louis, Missouri • Atlanta, Georgia • Manchester, New Hampshire**

BOOT and SHOE
Recorder
NATIONAL VOICE OF THE TRADE

# 1960 Brand Names Guide and Trade Mark Directory of the Shoe, Leather and Allied Industries

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EXECUTIVE OFFICES
Chestnut and 56th Sts., Philadelphia 39, Pa., U. S. A.

## EXPLANATORY NOTE

The Directory issue is divided into five sections: Shoe Manufacturers, Wholesalers and Importers; Tanners; Allied Industries; Canadian Shoe Manufacturers and Wholesalers; and Additional Listings.

BOOT AND SHOE RECORDER assumes no responsibility for the legal ownership of trade marks, trade names, or brand names sent to it for publication. We have merely recorded the names of trade marks and brands supplied by firms who send them to us for listing in the Directory.

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SparkleToes
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TIPTON, MISSOURI

BONE-DRY
The PROFITABLE Name in Quality . . .
√ HUNTING BOOTS for Men and Boys
√ WORK SHOES & BOOTS
√ SAFETY SHOES, BOOTS & OXFORDS
√ BOYS' PLAY SHOES
Manufactured by
BONE-DRY SHOE MFG. CO.
NEOSHO, MISSOURI

For young men on their way UP
the Bristol
Jr Sr
Valsey-Bristol Shoe Co.
Monett, Mo.

PUT YOURSELF
in the shoes of shoemen all over the country who are buying better, selling more . . . because they subscribe to BOOT and SHOE RECORDER.

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*Remember the name*

# Redi-Tote*

## ...a modern concept of better shoe packaging

**WHAT IS Redi-Tote?** Redi-Tote is the shoe box which serves as the *complete package* from the manufacturer . . . to the retailer . . . to the consumer.

**HOW IS Redi-Tote CONSTRUCTED?** From die-cut blanks produced by the Gardner Division of Diamond National Corporation—and pre-printed with the shoe manufacturer's own trade name and design. Blanks (lids and bottoms) are set up as needed on conventional box forming equipment.

**HOW IS Redi-Tote USED?** The shoe sales person pushes out the Redi-Tote handle . . . boxes the shoes . . . slips in the end tabs . . . and the package is ready for the consumer to take home. The customer gets the original stock box complete . . . as a "carry-home" package with extra-use advantages.

**HOW Redi-Tote HELPS THE RETAILER.** A streamlined Redi-Tote packaging plan cuts down stock-shifting of many package sizes. It improves the appearance of shelves and displays. Most importantly, the "wrap-up" of each customer purchase is accomplished at the fitting stool and provides more selling time. It cuts costs and saves time, since no tape, twine or additional wrapping material is required. The customer takes home a neater, more colorful package which preserves the brand image long after the shoes are removed.

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diamond national

Our sales offices in many cities can serve you . . . or

Write or Wire

THE GARDNER DIVISION

DIAMOND NATIONAL CORPORATION

MIDDLETOWN, OHIO

# The Importance of Brand

THE SHOE BUSINESS has special characteristics which influence both the production and the sale of shoes. First of all, its product must be distributed to every person in the country—usually several times a year. About three pairs of shoes per person are made and sold annually. This would seem to make it a universal product—more widely bought, perhaps, than any other. Many articles of food and other items considered necessities are rarely bought by certain people. Footwear is one item usually bought by men for their own use, and even children become involved in the purchase of shoes at an early age.

The various segments of the shoe industry, that is the seller and the reseller — the manufacturer and the distributor — have one aim in common. It is their aim to increase profits. To increase sales is a step in the right direction; but this is not enough. The purpose of all increased sales and other activities is to increase the net profit of the business.

### *The Decision to Brand*

In the shoe business, as is true in general in our modern economy, the bottleneck lies in distribution, not in production. As a result, it is more important to own a market than it is to own a mill, and to gain that market the retailer has had to differentiate his product from all others of a similar nature. One of the best ways of setting a product apart is by branding it.

### *Shoe Industry Gave Modern Practice of Branding First Real Impetus*

The shoe industry during the Civil War gave the modern practice of branding products its first real impetus. A documented description of the circumstances surrounding this incident is given by Blanche Hazard. It foreshadowed the later use of brand names as a means of maintaining a standard product. The McKay machine which sewed the sole to the upper part of the shoe was a revolutionary improvement in shoe making. But the stitch of the McKay machine was not as yet perfected and the sole would sometimes break loose. To quote Hazard concerning a contract for army shoes during the Civil War:

> Mr. Seth Bryant, a shoe manufacturer living at Joppa, (Mass.), a part of East Bridgewater, took some samples of suitable army shoes, sewed by the McKay Machine, to Washington, to present to Mr. Edwin H. Stanton, the Secretary of War. A contract was awarded to Bryant on condition that he guarantee the sewing, and this he promised to do by stamping his name on every pair of shoes if the Secretary of War would in turn promise to issue an order that no shoes for Army use should be accepted without their manufacturer's name stamped on them. This kept the product up to standard.[1]

It is important to note that the initiative in branding these shoes was taken by the manufacturer, not the government.

### *Development of Advertising in the Shoe Industry*

Brand promotion cannot be divorced from advertising. If the public is to become brand conscious, it will do so only in direct proportion to the amount of promotion used. No astute businessman would advertise a nameless product. The first shoe advertising of a national character is mentioned by F. J. Allen, on the authority of Mr. W. G. Dennison, Publicity Manager for Rice and Hutchins, Inc., Boston:

> In 1866, John W. Hanan, then a youth of seventeen . . . entered enthusiastically into the selling of the output of their (his father's and his) small factory . . . and the first shoe advertising of a national character was done. Meeting with dismal failure in an attempt to sell his shoes in the Middle West, he realized that the one thing lacking was a reputation for his merchandise. In spite of strong opposition from his father, he decided that every Hanan shoe should be marked Hanan and this paved the way for named or trademarked shoes the advertising of which in publications with national circulation quickly followed.

PAUL M. HOFFMAN

James Means, Wm. L. Douglas, and J. B. Lewis were among the pioneer advertisers with men's shoes selling at $3.00 and $3.50.[2]

As can be seen, during the eighties manufacturers began to advertise, directly to consumers, standard priced shoes under a trade-mark brand. Vic-

[1] Blanche Evans Hazard, *The Organization of the Boot and Shoe Industry in Massachusetts Before 1875*, (Harvard University Press, Cambridge, 1921), pp. 117-118.

[2] Frederick J. Allen, *The Shoe Industry*, (Henry Holt and Company, New York, 1922), pp. 28-30.

# Names to the Shoe Retailer...

***Brands help the retailer establish himself and his shoes as different from all others and make advertising and promotion possible. In fact, it was the shoe industry that first gave a start to the modern practice of branding.***

*by* PAUL M. HOFFMAN, M.A., M.B.A., Ph.D.

*Chairman, Dept. of Marketing*
*Southern Illinois University*

tor Clark states that James Means and Company claimed to be the originators of this idea.[3] The price of their $3.00 shoe was stamped on the sole, and it was first advertised in January, 1883. The W. L. Douglas shoe entered the market almost at the same time. This was the beginning of direct contact between the manufacturer and consumer and logically led to the distribution of shoes through retail stores owned by the makers. Some who did not adopt this device dropped the jobbing trade and sold principally or exclusively to retailers. The higher price the manufacturer thus got for his goods more than paid his extra marketing costs. The influence of these new practices was to standardize and guarantee the quality of the shoe thus offered to the public.

### *National Retail Distribution*

Reliable trade estimates indicate that 52 per cent of total shoe sales are made by retail shoe stores. This includes independent shoe retailers who account for 32 per cent of sales; chains having 11 or more stores obtain the remaining 20 per cent. Department stores, with 16 per cent of sales, are next in importance, followed by clothing stores, 15 per cent; dry goods and general merchandise stores, 11 per cent; mail order sales (catalog), 5 per cent; and miscellaneous, 1 per cent.[4]

### *Importance of the Independent Retailer*

Independent retailers form a nation-wide network through which consumers can satisfy their demands for the best in footwear. The independent retailer is in a very real sense the purchasing agent for his customers and he is definitely not the selling agent for a manufacturer. Inherent in the interviews which were part of a recent research study, was the almost complete reliance on the retailer by the manufacturer for information about consumer wants.[5] Well over half of the shoe manufacturers relied partly or wholly on retailers to supply them with these data. Instance after instance was related where retailers advised manufacturers against coming out with a certain style, a particular type of heel, and the like.

Another indication of the reliance of the shoe manufacturer on the retailer is the great emphasis placed on trade journal advertising. This advertising is directed toward the retailer. Many activities are directed to courting the retailer, such as cooperative advertising in which the manufacturer pays up to half of certain local advertising. Another illustration is the assistance given retailers in store displays.

### *Manufacturer's or Reseller's Brands*

It is clear to the reader that brand names and advertising of shoes originated with the manufacturer. But for one reason or another many manufacturers did not wish to divert funds to the creation of demand, and they decided to sell at least part of their production under reseller's brands. These shoe manufacturers, however, may later find that they are too dependent upon their customers (the retailers) who are free to shift their source of supply. The closer the manufacturer moves toward the ultimate consumer, the less dependent he is upon patronage shifts by resellers. In a buyers' market, with pressure for lower prices, the manufacturer would be in a weak bargaining position with the owner of a reseller's brand name.

On the other hand, if the demand for a manufacturer's brand is strong enough, this increased turnover will argue well for the continued handling of this brand by the retailer.

This issue is not a mutually exclusive one. The retailer might find it to his advantage to handle both a manufacturer's and his own brand(s) of shoes. By using his own brand name, the retailer will have greater price flexibility, by changing suppliers, if he finds it expedient to lower his prices. Or he can raise his prices without having his customers make direct price comparisons, since no other retailer will be selling this particular brand. An illustration comes to mind of one well-known New York retail firm which secured $3.00 more for each pair of shoes bearing its name than was secured by other retailers selling the same shoe under the manufacturer's brand name. On the other hand, a large mail order house sold this same shoe under its name for less than the suggested price when sold under the manufacturer's brand name.

### *Brand Recognition*

In some lines, the customers readily accept manufacturers' brands. The customer has been presold on many particular brands before entering the

[3] Victor S. Clark, *History of Manufacturers in the United States,* (Mc-Graw-Hill Book Company, New York, 1929), Vol. 11, 1860-1893, p. 477.

[4] *Footwear,* Business Service Bulletin, (Bureau of the Census, U. S. Department of Commerce, Washington, D. C., June, 1954), p. 1.

[5] Doctoral dissertation submitted to the New York University Graduate School of Business Administration by the author of this article.

store. There is no available research study leading to any such general conclusion regarding shoes. This is not to say that customers do not recognize or demand certain brand shoes—but available literature and research fail to show that shoe manufacturers and retailers can compete with such industries as the food and drug industries in the consumer recognition of brands. The shoe business is failing to make its brands commanding to the consumer.

### *Brand Confinement*

Shoe manufacturers want multiple outlets in order to increase their sales but retailers want exclusive brands. Retailers do not want any advantage resulting from promoting a brand over which they do not have exclusive control to accrue to their competitors. What they want is a brand not used by any other retailer in the same general area. So one dealer in an area is given the franchise to handle shoes under the manufacturer's brand name; the second, third, and so on are given shoes to sell under a different brand name, either a manufacturer's brand name or the retailer's own brand. Retailers do not object to this; in fact, they are in agreement with most of the manufacturers that this is good merchandising.

### *Why Retailers Want Their Own Brands*

A retailer asks a manufacturer to produce shoes for him under the retailer's brand name for various reasons such as: He already has his own brand and wants somebody to make the shoes for him. Or he may want a larger markup than he gets on manufacturers' brands. A further reason might be that the retailer is permitted more flexibility in setting the retail price on his own brand because this brand is not nationally advertised and there is, therefore, no nation-wide suggested price. Probably one of the strongest reasons for retailers wanting their own brands is the fact that they do not want to advertise someone else's shoes—they like to promote their own.

There is a feeling inherent in the shoe business among retailers and manufacturers that any one brand can attract only a certain amount of business. It is felt that by adding additional brands more sales are made. Be that as it may, this, plus the desire on the part of retailers to own exclusive brands, leads to a multiplicity of brands, which makes it difficult if not impossible to promote these brands so as to give any reasonable degree of consumer recognition and insistence.

To the author's knowledge, there is no accurate count of the number of shoe brand names now in use. To illustrate the great number of brand names in existence by 1956, some 300 manufacurer's brand names were being made in the Greater St. Louis Area. This number is small when compared to retailer's brand names used by this same group. One company making only about 500,000 pairs of shoes a year, and selling wholly under retailer's brands, used 532 brand names. Another of the similar firms studied, making 400,000 pairs a year, and selling only 20 per cent of this production under retailers' brands, used thirty retailers' brand names.

### *Importance of Brands to The Shoe Retailers*

A study of independent shoe retailers discloses that they are aware of the premise that a good brand must reflect either fashion, the name of the designer or owner of the brand name, or in some such way characterize the product.

Brands distinguish one shoe retailer's product from similar products, indicate the source of supply to the consumer, and thereby make practical advertising and other efforts at creating demand. They thus give some measure of market control through their influence on consumer buying habits.

Retailers recognize that the branding of goods is the first step toward market control. This is particularly true if a retailer uses his own brand name. Through branding and promotion, consumers can be, first, influenced to buy a certain brand of shoe and then, in using it, to develop a preference for it. Thus, the retailer secures a degree of control over his market, even if his product is not greatly different from those of his competitors. Branding creates an awareness of difference in the minds of consumers, which may be increased by promotion. If products are not marked or distinguished, the market itself, meaning competition, determines the price. Differences in a product, unless they are material and readily apparent, do not affect price until brought to the attention of the buyer.

### *Specific Reasons for Branding*

It is felt in the shoe business that branding secures the benefits of customer goodwill. Many feel that a great amount of prestige has been developed for certain brands.

Branding encourages repeat sales through the recognition of the brand name or trade-mark. Shoe men feel that this is especially true if the owner of the brand name maintains and constantly improves his quality and styling. It was also felt by many that a brand with a special feature is the thing to have, such as "The shoe that breathes." There is wide-spread agreement among shoe retailers that branding simplifies sales promotion. Typical remarks are: "Without brands we wouldn't have sales promotion" or "Promotion is not possible without a tag." They felt also that sales promotion is simplified when the brand name and the retailer's (or the manufacturer's) name are the same.

On the other hand, the multiplicity of brands may complicate effective promotion. It is impossible, because of limited budgets, to advertise or otherwise promote too many brands and some telescoping of names and promotional efforts is necessary. Too many brands make it difficult if not impossible to register the brand in the minds of the consumers.

It is felt by many that the brand name helps to identify the product and possibly helps to associate it with the retailer or possibly the manufacturer. Many members of the industry feel that the customer does not particularly care who the manufacturer is. The consumer's contacts are with the retailer, not the manufacturer. It is the retailer, not the manufacturer, who offered the convenience of location, displayed the merchandise and gave credit.

A shoe executive, who does not wish to be named, thinks that the best combination for shoe sales is "a good store name, plus good branded lines . . . but the store name is far more important. . . ."[6]

Brand names are used in the shoe industry to designate certain price ranges. While larger retailers indicate this, it is also a known fact that smaller retailers do this too, perhaps unwittingly, or to a lesser extent.

Branding demands maintenance of a certain quality. While not regarded necessarily as a mixed blessing by retailers, it does, on the other hand establish a standard which must be met.

As one representative so aptly stated: "If you have an inferior product and you brand it, you're out of business."

Branding narrows the market. It is felt in the industry, that any single brand will attract only a certain amount of business. To attract more customers, a different brand must be chosen and promoted. Promoting these many brands is expensive.

Branding makes it very hard for a retailer to cut prices, unless he does so under his own brand name. If he were selling shoes under a manufacturer's brand name, the latter would probably object. At any rate, other retail accounts within a considerable radius would object to such price cutting.

### *Summary*

No person having studied this problem would deny the importance of brand names to the shoe retailer. Brands help him to establish himself and his product as different from all others. This is so whether he uses a manufacturer's or retailer's brand. In fact, quite a few instances were found where the retailer used both types of names on the same pair of shoes, one shoe bearing the retailer's brand name, the other shoe having the manufacturer's brand name on it.

Retailers are perhaps not critical enough of the various factors affecting consumer sales. They attribute sales to one factor, when there are undoubtedly many being exerted simultaneously on the customer.

Color, styling, price, and convenience of location are factors not to be overlooked when studying consumer buying habits. Some buyers, men in particular, often replace a pair with one bearing the same brand name. On such customers, advertising and other sales promotions have very little, if any, effect.

Shoe manufacturers are quick to admit that the retailer exerts much more influence in his particular trading area than he, the manufacturer, can hope to gain. To this group, the retailer's name on the shoes is the important thing. It might be that the reputation of the retailer will be enough to warrant a large volume of sales regardless of the name under which the shoes are sold. But the influence of any independent retailer is limited by geography. His influence and, consequently, sales are circumscribed by his trading area. Of course, the national market for shoes is composed of the various smaller local markets but this does not change the limitation placed upon any particular retailer's brands.

[6] Personal letter to the writer from an executive of the National Shoe Retailers Association.


Pigmillion Pigskin

TANNED BY THE HAUS OF KRAUSE

H K

BRAND NAMES IDENTIFYING AN INDEPENDENT FAMILY OF MEN'S SHOES

WOLVERINE

Shell Horsehide Work Shoes • Longhorns Work Shoes
Sportmaster Boots

*AND THE NEW BRUSHED PIGSKIN CASUALS*

Hush Puppies®
BY WOLVERINE

WOLVERINE SHOE & TANNING CORPORATION
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# THE THINGS THESE BRANDS MUST GO THROUGH TO EARN THIS SYMBOL

BROWN
SHOE COMPANY

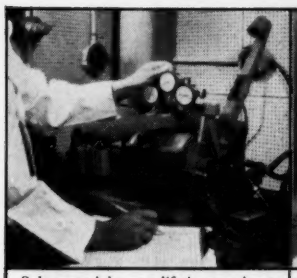
*Quality at your feet*

Air Step · Buster Brown · Galaxie · Glamour Debs
Official Boy Scout Shoes · Official Girl Scout Shoes
Life Stride · Miss America · Naturalizer · Pedwin · Propr-Bilt
Risqué · Robin Hood · Robinette · Roblee · Smartaire

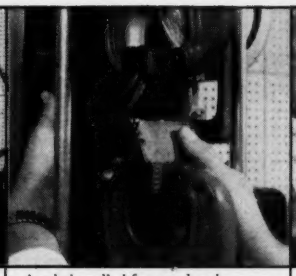
BROWN
SHOE COMPANY

*Quality at your feet*

BROWN SHOE



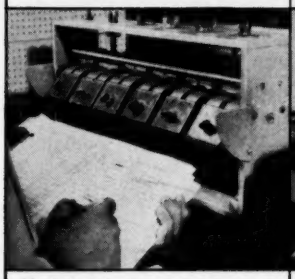
Sole materials get a lifetime workout in minutes on this U. S. Bureau of Standards abrasion machine. Sensitive dials register the amount of abrasion to determine potential wear.



A sole is pulled from a shoe by a tensile-testing machine to test adhesive strength of its stitched, nailed, or cemented bond. A strong bond is needed to meet Brown specifications.

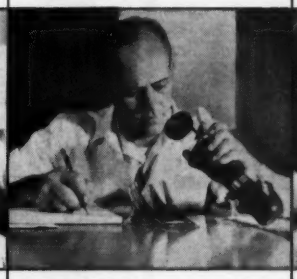
A week's accelerated aging in a warm oven discloses many things about cemented bonds: quantity of oils and other components destructive to the bond.

A sample of soling undergoes test for oil resistance. A gain in weight after two weeks' soaking in oil means sample has absorbed oil and would give poor wear.

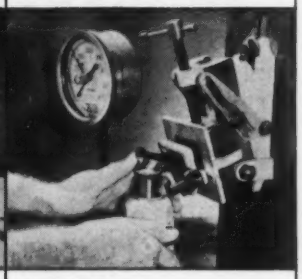


Flexibility of solings is tested on this Ross Flexing Machine. Pre-punched sample is flexed at rate of twice a second. It must withstand 100,000 flexes without the crack spreading.

The Brown laboratory staff built this special machine to test flex resistance of uppers. They are given 100 hours of flexing (or 600,000 flexes)—equivalent to double that of ordinary wear.



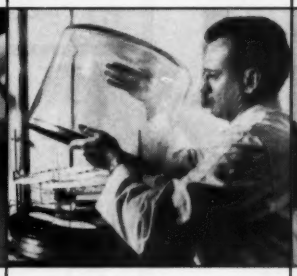
Polarized light is used to study the degree of strain inherent in heels for women's shoes. The more intense the spectrum, the greater the strain and possibility of failure in wear.



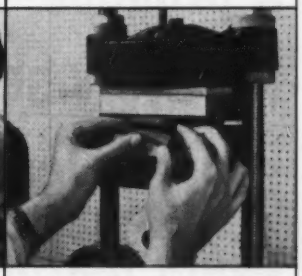
Static load tester measures pressure heels will take. This helps determine how well heel will take impact of sudden pressure as well as continuous pressure of standing.

Lacquer adhesion is another important part of heel testing to prevent cracking and chipping. Lacquer adhesion is tested by "baking" in an oven.

Soles and sock liners are soaked in a solution of ammonia to test effect of perspiration on composition of insoles as well as its effects on finish of sock liners.

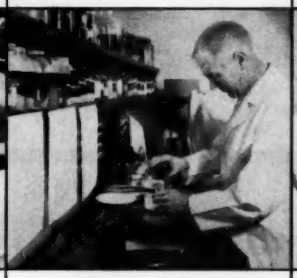


A period in the humidity-control chamber shows tendency of an insole to absorb moisture and develop mold. It also establishes color-fastness of thread and ink used on labels.



Rubber, plastic, and sponge insole materials are tested to see how often they can be compressed and still retain resiliency. Even their bond strength is tested!

White fabrics are tested for tint absorption. Different fabrics and materials are tested for color-matching possibilities. Metal ornaments get tarnish test.



Latex adhesives, glues, dyes—all chemical products used to make a Brown Shoe are tested to see that they, like the material components, meet quality requirements.

Even sprays are checked. Will they dull with age? Or will they allow the original finish of the leather to show through? Will they retain their flexibility or crack when dry?

Every shoe in every Brown line must earn its place in the box by giving the service for which it was made—the service of quality-tested, quality-controlled shoes.

# COMPANY

*St. Louis . . . Makers of: Air Step • Buster Brown • Galaxie • Glamour Debs by the makers of Buster Brown • Official Boy Scout Shoes • Official Girl Scout Shoes • Life Stride • Miss America • Naturalizer • Pedwin Propr-Bilt • Risqué • Robin Hood • Robinette • Roblee • Smartaire.*

# ESQUIRE

## A product for every shoe... every color... every leather...

**AMERICA'S FOREMOST FAMILY OF SHOE CARE PRODUCTS... FIRST IN SALES... FINEST IN QUALITY...**

*See Your Shoe Supply House for* ALL ESQUIRE *Shoe Care Products*

### ESQUIRE SPRAY SHINE

A Shoe Polishing Miracle!
Just Spray—Then Wipe—for a lustrous, **real wax** shine!
Use anywhere...any time...on any color leather. Can't stain hands, clothes or upholstery!

**LANO WAX**
New Formula...Now 100% Weatherproof!
A Professional Shine in Seconds—with no work, no mess.

**BOOT POLISH**
The Shine of The Man in Command

**LANOL WHITE**
"When Lanol-White's ON, Dirt's GONE!"
Preferred by nurses 3-to-1 over any other white shoe cleaner!

**SCUFF KOTE**
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New Formula...with **Liquid Leather Action!"**
Seems to "heal" scuffs—as it shines!

### LADY ESQUIRE AEROSOL SPRAYS

- **SUEDE BEAUTY** for all suedes
- **HIGH LIGHT** for all patent leathers
- **CORK and BUCK** for corkette and cambi-buck
- **CLEAN-AND-SHINE** for all smooth leathers
- **ALL CLEAR** for delicate fabrics

These Are The Shoes That Mean

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in every city of the Union
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# Trade Marks: What They Are

***Rights to a trade mark are acquired only by use and registration is the recognition by the Government of the right of the owner to its use. General information about trade marks and their registration is given here.***

## Definition and Functions of Trademarks

**Definition of Trademarks.** A "trademark," as defined in section 45 of the 1946 Act, "includes any word, name, symbol, or device, or any combination thereof adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others."

**Function of Trademarks.** The primary function of a trademark is to indicate origin. However, trademarks also serve to guarantee the quality of the goods bearing the mark and, through advertising, serve to create and maintain a demand for the product. Rights in a trademark are acquired only by use and the use must ordinarily continue if the rights so acquired are to be preserved. Registration of a trademark in the Patent Office does not in itself create or establish any exclusive rights but is recognition by the Government of the rights of the owner to use the mark in commerce to distinguish his goods from those of others.

**Mark Must Be Used in Commerce.** In order to be eligible for registration, a mark must be in use in commerce which may lawfully be regulated by Congress, for example, interstate commerce, at the time the application is filed. "Use in commerce" is defined in section 45 as follows:

*For the purposes of this Act a mark shall be deemed to be used in commerce (a) on goods when it is placed in any manner on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto and the goods are sold or transported in commerce and (b) on services when it is used or displayed in the sale or advertising of services and the services are rendered in commerce.*

**Trade and Commercial Names.** Trademarks differ from trade and commercial names which are used by manufacturers, industrialists, merchants, agriculturists, and others to identify their businesses, vocations or occupations, or the names or titles lawfully adopted by persons, firms, associations, companies, unions and other organizations. The latter are not subject to registration unless actually used as trademarks.

## Registration of Trademarks

**Marks Not Subject to Registration.** A trademark cannot be registered if it—

(a) Consists of or comprises immoral, deceptive, or scandalous matter or matter which may disparage of falsely suggest a connection with persons, living or dead, institutions, beliefs, or national symbols, or bring them into contempt or disrepute.

(b) Consists of or comprises the flag or coat of arms or other insignia of the United States, or of any State or municipality, or of any foreign nation, or any simulation thereof.

(c) Consists of or comprises a name, portrait, or signature identifying a particular living individual except by his written consent, or the name, signature, or portrait of a deceased President of the United States during the life of his widow, if any, except by the written consent of the widow.

(d) Consists of or comprises a mark which so resembles a mark registered in the Patent Office of a mark or trade name previously used in the United States by another and not abandoned, as to be likely when applied to the goods of the applicant, to cause confusion or mistake or to deceive purchasers.

**Principal and Supplemental Register Marks.** The Trademark Act of 1946 provides for the establishment of two registers, designated as the Principal Register and the Supplemental Register. Coined, arbitrary, fanciful, or suggestive marks, generally referred to as "technical marks," may, if otherwise qualified, be registered on the Principal Register. Marks not qualified for registration on the latter register but which, nevertheless, are capable of distinguishing applicant's goods and have been in lawful use in commerce for at least one year, may be registered on the Supplemental Register.

**Registrable Marks—Principal Register.** A trademark, if otherwise eligible, may be registered on the Principal Register unless it consists of a mark which, (1) when applied to the goods of the applicant is merely descriptive of them, or (2) when applied to the goods of the applicant is primarily geographically descriptive or deceptively misdescriptive of them, except as indications of regional origin, or (3) is primarily merely a surname.

Such marks, however, may be registered on the Principal Register, provided they have become distinctive as applied to the applicant's goods in commerce. The commissioner may accept as prima facie evidence that the mark has become distinctive as applied to applicant's goods in commerce, proof of substantially exclusive and continuous use thereof as a mark by the applicant in commerce for the 5 years next preceding the date of filing of the application for registration.

**Registrable Marks — Supplemental Register.** All marks capable of distinguishing applicant's goods and not registrable on the Principal Register, which have been in lawful use in commerce for the year preceding the filing of the application for registra-

# And How to Register Them...

tion, may be registered on the Supplemental Register. For the purpose of registration on the Supplemental Register a mark may consist of any trademark, symbol, label, package, configuration of goods, name, word, slogan, phrase, surname, geographical name, numeral, or device, or any combination of any of the foregoing.

### Service, Certification, and Collective Marks

The Trademark Act of 1946 also provides for the registration of service marks, certification marks, and collective marks.

**Service Marks.** The term "service mark" means a mark used in the sale or advertising of services to identify the services of one person and distinguish them from the services of others and includes without limitation the marks, names, symbols, titles, designations, slogans, character names, and distinctive features of radio or other advertising used in commerce.

**Certification Marks.** The term "certification mark" means a mark used upon or in connection with the products or services of one or more persons other than the owner of the mark to certify regional or other origin, material, mode of manufacture, quality, accuracy or other characteristics of such goods or services or that the work or labor on the goods or services was performed by members of a union or other organization.

**Collective Marks.** The term "collective mark" means a trademark or service mark used by the members of a cooperative, an association, or other collective group or organization. Marks used to indicate membership in a union, an association, or other organization may be registered as Collective Membership Marks.

### Registered Marks

**Constructive Notice and Evidence of Ownership.** Registration of a mark on the Principal Register of the 1946 Act, or under the Acts of 1881 or 1905, is constructive notice of the registrant's claim of ownership thereof, and prima facie evidence of the validity of the registration, registrant's ownership of the mark, and of registrant's exclusive right to use the mark in commerce in connection with the goods or services specified in the certificate, subject to any conditions and limitations stated therein. Such registrations give the right to sue in the United States courts and to prevent importation of goods bearing an infringing mark.

Registration on the Supplemental Register of the 1946 Act or under the Act of 1920 does not constitute constructive notice or prima facie evidence and does not give the right to prevent importation of goods bearing an infringing mark, but does give the right to sue in the United States courts.

**Notice of Registration.** A registrant should give notice that his mark is registered by displaying with the mark as used the words "Registered in U. S. Patent Office," or "Reg. U. S. Pat. Off.," or the letter R enclosed within a circle, thus ®. Use of such notice before the actual issuance of a certificate of registration for the mark is improper and may be the basis for refusal of registration.

### General Information

**Correspondence With the Patent Office.** All letters should be addressed to "The Commissioner of Patents, Washington 25, D. C." When appropriate, a letter may be marked for the attention of a particular officer or individual.

**Letters of Inquiry.** A separate letter should, in every instance, be written in relation to each distinct subject of inquiry.

The Patent Office cannot undertake to respond to inquiries whether certain trademarks have been registered, or, if so, to whom, or for what goods; nor can it give legal advice as to the registrability of a specified mark or the nature and extent of protection afforded by the law, except as questions may arise in connection with pending applications. Information of a general nature may be furnished either by answering the inquiry or by providing or calling attention to an appropriate publication.

**Identification of Pending Applications and Registrations.** A letter relating to a pending application should identify it by the name of the applicant and serial number and filing date of the application. A letter relating to a registered trademark should identify it by the name of the registrant and by the number and date of the certificate.

**Business Must Be Conducted With Decorum and Courtesy.** Applicants and their representatives will be required to conduct their business with the Patent Office with decorum and courtesy. Papers presented in violation of this requirement will be submitted to the Commissioner and will be returned by his direct order.

**Official Gazette.** The Official Gazette of the Patent Office is published weekly and contains in addition to material relating to patents, information relating to trademarks, including marks published for opposition, marks registered, amended, canceled and renewed, and marks published under section 12 (c) of the 1946 Act.

Single copies and subscriptions of the Official Gazette are sold by the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The trademark material is reprinted separately as the trademark section and may be purchased or subscribed to separately.

**Annual Trademark Index.** An annual index of registrants of trademarks is published and sold by the Superintendents of Documents.

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COMPANY

Black Glazed

Colored Glazed Black Satin Broadtail

and Other FASHION LEATHERS

GLAZED in Black and Colors
ATHLETIC TANNAGES in
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BOSTON ..... Mullins, Trowbridge & Co.
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PHILADELPHIA ..... R. L. Stiles & Co.
CINCINNATI ..... Geo. W. Newman Leather Co.
ST. LOUIS ..... Wm. M. Taggart & Co.
MILWAUKEE ..... A. A. Wakeford, Inc.
SAN FRANCISCO ..... Samuel D. Allen
EXPORT .... Edgar A. Hertz, New York

•

CHARLINE OSGOOD, Fashion Co-ordinator
1270 Broadway, New York 1

•

WILLIAM AMER COMPANY
215 Willow St., Philadelphia 23
Established 1832

## Questions and Answers About Trademarks

**Q. What is a trademark?**

A. A trademark is a word, name, symbol, or device, or any combination of these, adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others. In short, it is a brand name used on goods moving in the channels of trade.

**Q. What is the function of a trademark?**

A. The primary function of a trademark is to distinguish one person's goods from those of another; but a trademark also serves to indicate to purchasers that the quality of the goods bearing the mark remains constant, and it serves as the focal point of advertising disseminated to create and maintain a demand for the product.

**Q. How are trademark rights established?**

A. Rights in a trademark are established by adoption and actual use of the mark on the goods moving in trade, and the use ordinarily must continue if the rights are to be maintained. No rights exist until there has been actual use; and a trademark may not be registered until the goods bearing the mark have been sold or shipped in interstate, foreign or Territorial commerce.

**Q. Who may own a trademark?**

A. A trademark may be owned by an individual, a firm or partnership, a corporation, or an association or other collective group.

**Q. Is any provision made for the registration of trademarks under our federal laws?**

A. Yes. Our first constitutional trademark registration act was passed in 1881. The present registration Act was passed on July 5, 1946, effective July 5, 1947, and is popularly known as the Lanham Act.

**Q. What other types of marks may be registered?**

A. Service marks used in the sale or advertising of services; certification marks to certify regional origin, mode of manufacture, accuracy, quality, or other characteristics of the goods or services of someone other than the certifier; and collective marks used by cooperatives or other collective groups or organizations.

**Q. What is a trade name?**

A. Trade or commercial names are business names used by manufacturers, merchants, and others to identify their businesses or occupations, such as names of partnerships, companies, and other organizations. A trademark identifies a product, and a trade name identifies a producer.

**Q. May trade names be registered in the same manner as trademarks?**

A. No provision is made in the present trademark law for the registration of trade or commercial names used merely to identify a business entity.

**Q. What Government agency has jurisdiction of the registration of trademarks under our federal laws?**

A. The United States Patent Office.

**Q. Is it necessary for the trademark owner to register his mark?**

A. No. Trademark rights are protected under common law, but registration results in material advantages to the trademark owner. It constitutes notice of the registrant's claim of ownership; and it creates certain presumptions of ownership, validity and exclusive right to use the mark on the goods recited in the registration.

**Q. Is there any time limitation within which an application should be filed?**

A. No. An application may be filed at any time after the mark has been used on the product and the product is sold or shipped in interstate, foreign or Territorial commerce.

**Q. What has to be done by the trademark owner to qualify for federal registration of a trademark?**

A. The mark must be applied in some manner to goods or their containers and the goods sold or shipped in interstate, foreign or Territorial commerce.

**Q. How may information about the filing of a trademark application be obtained?**

A. By ordering from the Patent Office a copy of the pamphlet entitled "General Information Concerning Trademarks" or a copy of the Trademark Rules, or both.

**Q. Is it advisable to make a search of registered marks prior to the filing of an application?**

A. Yes. A search may be made in the public Search Room of Trademark Examining Operation of the Patent Office, located in the Commerce Building, Washington, D. C.

**Q. Will the Patent Office make a search?**

A. No. The Patent Office has neither personnel nor facilities for making searches for the public.

**Q. How does the trademark owner apply for the registration of a trademark?**

A. By making the proper application to the Commissioner of Patents.

**Q. Are application forms available for distribution to the public?**

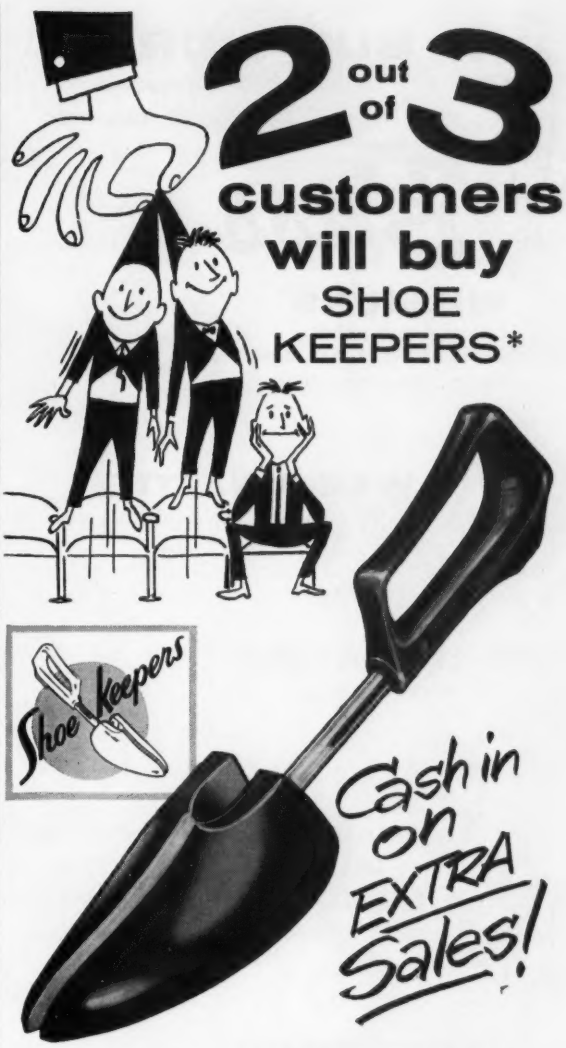
A. Yes. Upon request forms may be obtained from the Patent Office for use in filing applications in the name of (a) an individual, (b) a firm or partnership, and (c) a corporation.

**Q. Must the applicant be represented by an attorney?**

A. No. The application may be filed by the applicant, or an attorney may be appointed for this purpose.

**Q. Are all trademarks subject to registration?**

A. No. A trademark may not be registered if it so resembles a mark previously registered in the Patent Office, or a mark or trade name previously used in the United States by another and not abandoned, as to be likely, when applied to the applicant's goods, to cause confusion, mistake or deception. Other types of marks are prohibited registration by the statute, such as those comprising immoral


**HERE'S HOW ONE SHOE DEALER DOES IT:**

"I keep a pair of ShoeKeepers by each fitting stool. When I take off the customer's shoes, I put the trees in his old shoes. Never a word is said. When the customer decides on the shoes he'll buy, I take the trees out of his old shoes, just saying: 'You'll want to safeguard your investment, to protect the shape of these fine shoes you just bought. Shall I leave the trees in your old shoes or put them in the new ones you bought?' Works like a charm 2 out of 3 times."

***SHOE KEEPERS . . . the Shoe Trees that "breathe"!**

ShoeKeepers have an unsealed finish . . . absorb moisture from the shoes' inner surfaces, protect leather-life as they preserve fit and comfort!

FOR SHOE KEEPERS CATALOG,
FEATURING NEW STYLES and DISPLAYS,
and Price List . . . write:—

ROCHESTER SHOE TREE CO., INC.

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**BUY-WORDS**
with hundreds of thousands
of Active, Comfort-Loving Americans:

**Bass**

**WEEJUNS***
(Original leisure footwear)
for men who want true moccasin
comfort around the clock

**WEEJUNETTES***
for women-on-the-go, ditto

**SPORTOCASINS***
for the tireless golfer

**TRAILMASTER* BOOTS**
**FIELD TRIAL* BOOTS**
**QUAIL HUNTER* BOOTS**
for the woodsman, the sportsman,
the hunter

**BASS TEMPO**
**ski boots**
for ski enthusiasts

**BASS**
**SUGARLOAFER**
for cozy,
cabin comfort

*Sales Come Naturally*
*When You Feature*

Bass
OUTDOOR FOOTWEAR

*T.M. Reg.

*Shoemakers in Maine Since 1876*

G. H. BASS & CO., Dept. BS-12, Wilton, Maine, 614 Marbridge Bldg., N.Y.C.1, N.Y.


or deceptive matter or those including the flag or insignia of the United States.

**Q. Can the Patent Office give legal advice or advice as to the registrability of a special mark prior to the filing of an application for registration?**

A. No. The Patent Office can give no assistance of this kind until a case comes regularly before it in an application duly filed.

**Q. What comprises a complete application for the registration of a trademark?**

A. A complete application comprises (a) a written application properly notarized, (b) a drawing of the mark, (c) five specimens or facsimiles of a mark as actually in use in commerce, and (d) the filing fee of $25.00.

**Q. What is the term of a registration?**

A. Twenty years from the date of issue; and the registration may be renewed at the end of each twenty-year term so long as the mark is still in use in commerce.

**Q. May a trademark be assigned?**

A. Yes. A trademark may be assigned with the good will of the business with which it is used.

**Q. Does a U. S. registration give protection in foreign countries?**

A. No. A registration must be obtained in each country where protection is desired.


**Famous**
**Trade Names**
**by**

**FREEMAN**

**Bootmaker Guild**
**Town Squires**
**FreeForm**
**Free Flex**
**Free Foam**
**Georgetown**

*wonderful feeling*
**FREEMAN**
*shoes for men*

**FREEMAN SHOE CORPORATION**
**BELOIT, WISCONSIN**

***Not** if you make the most of manufacturers' famous brands!*

This is *one* kind of hook to gain new customers.

A better one is to feature and promote manufacturers' famous "Brands that have made a Name for themselves." They not only bring 'em in, but keep 'em coming back for more.

People know and respect Brands... prefer them over "no-names" 8 to 1. Why? Simple enough. Because his brand is his bond, a manufacturer does the very best he can to deliver consistent high quality at a reasonable price.

This power—this prestige—this pre-sell are all automatically yours the moment you put the Brands to work for you.

Put your money on Brand Names. Your customers do.

CONFIDENCE
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**BRAND NAMES FOUNDATION, INC.**

"Manufacturers' famous brands make your selling easier."

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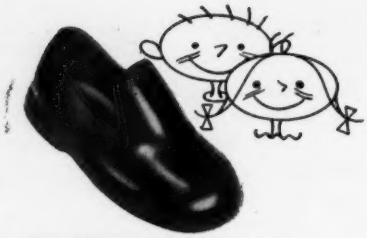
Our customers tell us – "We fit all shoes better, with ⅓ the inventory. Nearby distributors give us quick fill-ins. The markup is O. K. That's why we sell Tingley's. As simple as that. We make MORE MONEY."



**CHILDREN'S, YOUNGSTERS' AND BOYS' RUBBERS**

They grow with growing feet. Nine sizes fit any type of shoe from little tots' 6½ to big boys' size 7. All sizes in black and brown. Children's and Youngsters' also in red and yellow. Narrow widths for girls' party shoes. Retail $2.25 to $3.10.

**TINGLEY TOES**

(women's one-piece toe rubbers)

Two sizes meet all requirements. Smartly styled packaging makes eye-catching display.

Black only.

Retail $1.69.

**FREE**
with order of 72 pair of rubbers or boots (any assortment)

**MEN'S CLOGS**

More Tingley Clogs are sold than any other brand. Four sizes fit shoe sizes 6 to 13. In black, brown and pure gum. Retail at $2.95 to $4.19.

**HI-TOP WORK RUBBERS**

Same protection as 2-buckle arctics but far lighter. Tough and rugged. Fit even heavy work shoes — no lining to snag or tear. Easily cleaned. In black rubber or neoprene. Retail $3.99 and $5.65.

**MEN'S SANDAL**

Will fit every man's shoe better—from fine narrow dress shoes to heavy brogues. Four sizes fit shoe sizes 6½ to 13. In black and brown. Retail $3.19 to $4.35.

**TINGLEY**
**RUBBER CORPORATION**
**RAHWAY, NEW JERSEY • Est. 1896**

Nationally advertised in THE SATURDAY EVENING POST • LIFE • PARENTS' and Farm Magazines

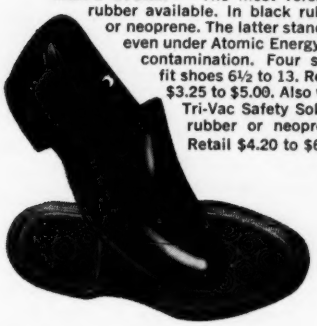
**CHILDREN'S BOOTS**

All rubber — not plastic — molded one piece. Easy on — can't pull off. Four sizes fit shoe sizes 5-13. In black, red, brown and yellow. Retail $2.99 and $3.25.

**TINGLEY SEALS**

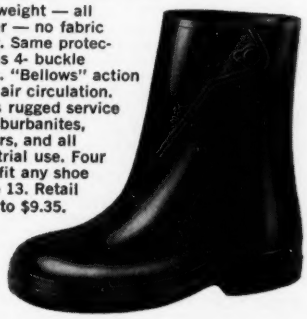
(Youngsters' Boots)
A higher boot for older children. Button, strap and loop are integral parts of boot. Won't pull off. Light but tough and rugged. Three sizes fit shoes 13-6, Retail $3.65 to $3.89.

**MEN'S STORM** — The most versatile rubber available. In black rubber or neoprene. The latter stand up even under Atomic Energy decontamination. Four sizes fit shoes 6½ to 13. Retail $3.25 to $5.00. Also with Tri-Vac Safety Sole in rubber or neoprene. Retail $4.20 to $6.00.



**MEN'S 10" CLOSURE BOOT**

Lightweight — all rubber — no fabric lining. Same protection as 4- buckle arctic. "Bellows" action gives air circulation. Offers rugged service for suburbanites, farmers, and all industrial use. Four sizes fit any shoe 6½ to 13. Retail $5.99 to $9.35.



# SHOE MANUFACTURERS

## A

**A CHARLES DeBERUFF DESIGN**—Tweedie Footwear Corp., Jefferson City, Mo.
**ACADEMY**—International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**ACCENT**—International Shoe Co., Accent Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**ACME COWBOY BOOTS**—Acme Boot Co., Inc., 1002 Stafford Street, Clarksville, Tenn.
**ACME ENGINEER BOOTS**—Acme Boot Co., Inc., 1002 Stafford Street, Clarksville, Tenn.
**ACME OUT-OF-DOORS BOOTS** — Acme Boot Co., Inc., 1002 Stafford Street, Clarksville, Tenn.
**ACME PARADE MAJORETTES** — Acme Boot Co., Inc., 1002 Stafford Street, Clarksville, Tenn.
**ACME WELLINGTON BOOTS** — Acme Boot Co., Inc., 1002 Stafford Street, Clarksville, Tenn.
**ACROBAT**—Genesco, 111 Seventh Avenue, North Nashville 3, Tenn.
**ACTION-FREE** — International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**ACTIVATOR**—Johnson Products, Inc., 702 Jackson Street, Indianapolis, Ind.
**ACTIVE DUTY** — Deevers Shoe Co., Lutesville, Mo.
**ACTIVE STEPPERS**—Stephen Putney Shoe Co., 3904 Jefferson Davis Hwy., Richmond 24, Va.—Wholesaler
**ACTIVE STRIDE**—Carl Spector Co., 179 Lincoln Street, Boston, Mass.—Wholesaler
**ADVOCATE** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**AERO FLEX**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y. Wholesaler
**AEROFLOW**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AERO LASTIC**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**AERO STEP**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**AEROTIZED**—Chris Laganas Shoe Co., Jackson Street, Lowell, Mass.
**AERO-WELTS** — Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**AFAST-TORINO**—Herman L. Atlas, 47 W. 34th Street, New York, N. Y.—Importer
**AFFECTIONETTES**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**AIRBORNE**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**AIR-CARPET**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**AIR CREPE**, Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AIR DEMONSTRATOR**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**AIRFILM** — The House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**AIRFLATOR**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**AIR FLOAT** — Genesco, 111 7th Ave. N., Nashville, Tenn.
**AIRFOAM**—Chris Laganas Shoe Co., Jackson Street, Lowell, Mass.
**AIR LITE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AIR MOC**—H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.
**AIR-O-BUCK**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AIR O FLOW**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AIR-O-FOAM**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AIR-O-LIGHT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AIR-O-LITE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AIR-O-MAGIC**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**AIR-POISE**—Air-Tred Shoe Corp., S. Main Street, Auburn, Maine
**AIR-O-SPONGE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AIR-O-SOLE**—Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.
**AIR-O-TRED**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AIR SERVICE**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**AIRSOL**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**AIR-SPRING** — Genesco, 111 7th Ave. N., Nashville, Tenn.
**AIR STEP**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**AIR-STRIDE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AIR-TRED**—Air-Tred Shoes Corp., S. Main Street, Auburn, Maine
**AIR WALK** — Pad Abouts, Inc., 907 Broadway, New York, N. Y.
**AIR-WING**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**ALASKANS**—Hampton Corp. (Kickerinos Div.), 1308 Fond du lac Avenue, Milwaukee 5, Wis.
**ALDEN OF NEW ENGLAND**—Old Colony Shoe Co., 84 E. Railroad Avenue, Brockton, Mass.
**ALDEN-PEDIC**—Old Colony Shoe Co., 84 E. Railroad Avenue, Brockton, Mass.
**ALERT LAST**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**ALEW**—California Footwear Co., 222 Main Street, Venice, Calif.
**ALGONQUIN** — A. E. Nettleton Co., State and Willow Streets, Syracuse 2, N. Y.
**ALL DAY COMFORT**—Viko Shoe Co., 35 Lagrange Street, Worcester, Mass.
**ALL-AMERICA** — A. Sandler Co., B Street and 3rd Avenue, Needham Heights 94, Mass.
**ALL-AMERICAN**—B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**ALLEN-EDMONDS** — Allen - Edmonds Shoe Corp., 825 Main Street, Belgium, Wis.
**ALL TRED LACER**—H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.
**ALLURES**—Allure Shoe Corp., 385 N. E. 59th Street, Miami, Fla.
**ALPINE**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**ALPINEERS**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**ALPINE TIE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**ALOHA**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AMBASSADOR**—L. B. Evans' Son Co., Water Street, Wakefield, Mass.
**AMBOLDI E FGLI**—il DAVID, Inc., P. O. Box 6, Westbury, Long Island City, New York—Wholesaler
**AMERICANA**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AMERICAN BOY** — Craddock - Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**AMERICAN GENTLEMAN**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**AMERICAN GIRL** — Consolidated National Shoe Corp., 179 Lincoln Street, Boston, Mass.
**AMERICAN GIRL** — Continental Shoe Corp., McDonough Street, Portsmouth, N. H.
**AMERICAN INFANTRY**—B & B Shoe Co., 226 W. Schiller Street, Chicago, Ill.
**AMERICAN JUNIORS**—American Juniors Shoe Co., Inc., One Island Street, Lawrence, Mass.
**AMERICAN JUNIORS** — Consolidated National Shoe Corp., 179 Lincoln Street, Boston, Mass.
**AMERICAN JUNIORS** — Continental Shoe Corp., McDonough Street, Portsmouth, N. H.
**AMIGOS**—International Shoe Co., Utrilon Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**AMIGOS BY UTRILON**—Utrilon Corp., 405 Lexington Avenue, New York, N. Y.
**AMPLIFIT**—Connolly Shoe Co., 123 N. Second Street, Stillwater, Minn.
**ANCHOR FLANGE**—International Shoe Co., Hy-Test Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**ANDIAMO** — Craddock - Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**ANDRE OF HOLLYWOOD**—Hempstead Shoe Co., Inc., 269 Fulton Avenue, Hempstead, L. I., N. Y.—Wholesaler
**ANDREW PERUGIA**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**ANGELS**—Weber Shoe Co., Inc., Box 278, Tipton, Mo.
**ANKLE - FASHIONED** — Nunn - Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.

John Addison

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A GREAT LINE!

THE DRAGON WORK SHOE

TRITOMIC SAFETY SHOE

DRAGON BUDGET LINE

Johnnie Addison GOLF SHOES

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IN-STOCK FOR
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MARLBORO, MASSACHUSETTS
Write for
IN-STOCK CATALOG 1958-1959

**ANNAPOLIS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**ANN FOGARTY**—Sid Berk, Inc., 47 W. 34th Street, New York, N. Y.
**ANNISQUAM**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**ANTIOCH CONDUCTIVE SHOES**—The J. L. Snook Co., 1005 Gallia Street, Portsmouth, Ohio
**ANTIOCH SHOES**—The J. L. Snook Co., 1005 Gallia Street, Portsmouth, Ohio
**ANTOINE**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**ANTONIO DECAPERINO**—Bridgewater Workers Co-Operative Assoc., Inc., 42 Spring Street, Bridgewater, Mass.
**APACHE**—Plymouth Shoe Co., 191 Center Street, Middleboro, Mass.
**APACHE PAC**—The House Of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**APTITUDES**—Apt Shoe Mfg. Co., 43 Leon Street, Boston, Mass.
**ARADETTES**—Skippy Footwear Corp., Wayne and Madison Avenues, West Hazleton, Pa.
**ARCHER** — Julius Altschul, Inc., 117 Grattan Street, Brooklyn 37, N. Y.
**ARCH-LIFT SANDALS** — The Scholl Mfg. Co., Inc., 213 W. Schiller Street, Chicago 10, Ill.
**ARCHLOCK**—The Walker T. Dickerson Co., 326 S. Front Street, Columbus 15, Ohio
**ARCH MODE—Wohl Shoe Co., St.** Louis, Mo.—Wholesaler
**ARCH RELIEF**—The Walker T. Dickerson Co., 326 S. Front Street, Columbus 15, Ohio
**ARCH SAVERS** — Broitman - Gaffin Shoes, Inc., 146 Duane Street, N. Y., N. Y.—Wholesaler
**ARENA**—B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**ARISTOCRAT**—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**ARMOUR-TOE SAFETY SHOES**—Charles Chester Shoe Co., Brockton 64, Mass.
**ARNOLD AUTHENTICS FOR MEN**—M. N. Arnold Shoe Co., So. Weymouth 90, Mass.
**ARNOLD GLOVE GRIP**—M. N. Arnold Shoe Co., So. Weymouth 90, Mass.
**ARNOLD SHOES**—M. N. Arnold Shoe Co., So. Weymouth 90, Mass.
**ARONOV OF CALIFORNIA** — Aronov of California, 2222 N. Figueroa Street, Los Angeles, Calif.

Alden
OF
NEW ENGLAND

C. H. Alden Shoe Co.
Brockton 64, Mass.

**ARROWHEAD BY DOROTHY DODD**—International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**ARROWHEAD MOCCASINS** — Arrowhead Mfg. Co., 5130 Ramsey Street, Duluth 7, Minn.
**ARROW WHITE ROCK**—Hood Footwear Products, Watertown 72, Mass.
**ARCH SAVER**—Commonwealth Shoe & Leather Co., Whitman, Mass.; Gardiner, Maine
**ARPEGGIOS**—Mutual Shoe Sales Co., Thompson Street, Maynard, Mass.
**AR-7 MOCS** — Alco Ranch Washable Footwear Co., 324 S. Chadbourne Street, San Angelo, Texas
**ARTISAN**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**ARTURO DI PIETRO**—Sbicca of California, 2620 N. Rosemead Blvd., El Monte, Calif.
**A-TIKA**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**ATKINSON**—Atkinson Boot Shop, Box 173, Trenton, Mo.

THE AMERICAN GIRL SHOE
Boston, Massachusetts

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JUVENILE FOOTWEAR
SINCE 1899
FEATURING THESE
FAMOUS CONSTRUCTION
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• PROPER FORM
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• SADDLE ARCH
JA JULIUS ALTSCHUL INC.
JULIUS ALTSCHUL, INC.
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**AUTHENTIC FASHIONS** — The House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**AUTHENTICALLY YOURS** — Genesco, 111 7th Ave. N., Nashville, Tenn.
**AUTH-O-PEDIC** — Brockton Boot & Shoe Co., 223 Clinton Street, Brockton, Mass.
**AUTOGRAPH** — Craddock - Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**AUTOGRAPH JR.** — Craddock - Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**AUTOGRAPHS** — David-Russell Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**AUTOSHU**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**AVANTI By DESCO**—Desco Shoe Corp., 209 W. 33rd Street, New York 1, N. Y.
**AVONETTES**—Nova Shoe Co., Inc., 42 Duncan Street, Haverhill, Mass.

## B

**B. JANE MILLER**—Miller Shoe Co., Inc., 4015 Cherry Street, Cincinnati 23, Ohio
**BABY BALLERINA**—Mrs. Day's Ideal Baby Shoe Co., Inc., 20 Locust Street, Danvers, Mass.
**BABY BUNTING**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**BABY DEER**—Trimfoot Co., Trimfoot Terrace, Farmington, Mo.
**BABY KITTEN**—K-P Shoe Co., Inc., 233 W. Cook Street, Portage, Wis.
**BABY'S FRIEND**—Little Chief Footwear, Inc., 1045 Sutter Avenue, Brooklyn 8, N. Y.
**BABY-SOXERS**—Mrs. Day's Ideal Baby Shoe Co., Inc., 20 Locust St., Danvers, Mass.
**BADGER**—Jung Shoe Mfg. Co., 620 S. 8th Street, Sheboygan, Wis.—Manufacturer-Wholesaler
**BADGERETTE**—Jung Shoe Mfg. Co., 620 S. 8th Street, Sheboygan, Wis.—Manufacturer-Wholesaler
**BAER-BOUNCERS**—Artcraft Shoe Mfg. Co., 2154 Hyde Park Blvd., Los Angeles 47, Calif.
**BAER-STEPPER**—Artcraft Shoe Mfg. Co., 2154 Hyde Park Blvd., Los Angeles 47, Calif.
**BALANCE BUILT** — Holmes Stickney Inc., 15 Lowell Street, Portland, Maine
**BALANCED POSTURE** — Brown Shoe Co., Inc., St. Louis 18, Mo.
**BALANCED SWING**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**BALANCE IN MOTION**—The Walker T. Dickerson Co., 326 S. Front Street, Columbus 15, Ohio
**BALI-TIES** — Jay-Thomas Footwear, Inc., 322 S. 3rd Street, Milwaukee 4, Wis.

## SHOE MANUFACTURERS

**BALLERINA**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BALLERINAS BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**BALLET-HOO BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**BALLET RUSSE**—Advance Theatrical Shoe Co., 32 W. Randolph Street, Chicago, Ill.—Wholesaler
**BALLITO ORIGINALS** — Puritan Shoe Mfg. Co., 3628 11th Street, Los Angeles, Calif.
**BALLOPEDIC**—Bolita Ballets, Inc., 44 Farnsworth Street, Boston 10, Mass.
**BALLROOM**—Winchell Shoe Mfg. Co., 25 Washington Avenue, Natick, Mass.
**BALTIC**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BAMBINO**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BAMBI'S LOCKED-IN-SOCK** — Bambi Footwear Inc., 945 Atlantic Avenue, Brooklyn 38, N. Y.
**BAMBI'S PLAYTIME** — Bambi Footwear Inc., 945 Atlantic Avenue, Brooklyn 38, N. Y.
**BAMBI'S RESTIME**—Bambi Footwear Inc., 945 Atlantic Avenue, Brooklyn 38, N. Y.
**BAMBINO** — Pierce Shoe Mfg. Co., Blackshear, Ga.
**BAMBO**—Pierce Shoe Mfg. Co., Blackshear, Ga.
**BAMBOCHE** — Pan American Modes, Inc., 5300 N. W. 37th Avenue, Miami 42, Florida
**BANFF** — Lake States Footwear Co., 308 W. North Avenue, Milwaukee 12, Wis.
**BANISTER SHOES**—James A. Banister Co., So. Weymouth 90, Mass.
**BANTAM**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**BARBADOS** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BARBARA B**—Mel Preston Shoe Corp., 240 Broadway, Brooklyn, N. Y.
**BARBARA BROWN**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**BARBARA-GAY** — Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Maine
**BARBARY BROWN**—House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**BAR B BOOTS**—The House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**BARBY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BARCLAY**—A. E. Nettleton Co., State and Willow Streets, Syracuse 2, N. Y.
**BARE-FOOT ORIGINALS**—Wolff Shoe Mfg. Co., 2511 Sullivan Street, St. Louis 7, Mo.
**BAREFOOT FREEDOM** — Miller Shoe Co., Inc., 4015 Cherry Street, Cincinnati 23, Ohio
**BAREFOOTS**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**BARE HUG**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**BARLETTA**—Barletta Shoe Co., 40 S. Clinton Street, Chicago, Ill.
**BARONETTE**—Baronet Shoe Corp., 407 E. Pico Blvd., Los Angeles, Calif.
**BARON SLIPPERS**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**BARRACUDA BOOTS** — Genesco, 111 7th Ave. N., Nashville, Tenn.
**BARRETT**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**BASANTI**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Maine
**BASCO** — Boston Athletic Shoe Company, 72 Second Street, Cambridge, Mass.
**BASCO** — Jay-Thomas Footwear, Inc., 322 S. 3rd Street, Milwaukee 4, Wis.
**BATA RAINCHARMERS** — Bata Shoe Co., Inc., Belcamp, Md.
**BATA SUNCHARMERS**—Bata Shoe Co., Inc., Belcamp, Md.
**BATES FLOATERS**—Bates Shoe Co., Park Street, Webster, Mass.
**BATES ORIGINALS**—Bates Shoe Co., Park Street, Webster, Mass.
**BATTLE AXE**—Stephen Putney Shoe Co., 3904 Jefferson Davis Hwy., Richmond 24, Va.—Wholesaler
**BATTISTINI** — Fratelli Martini Rossi Inc. (Fuchs Bros. Sales Corp.), 47 W. 34th Street, Marbridge Bldg., New York, N. Y.—Importer
**BAVARIAN ALPINE**—H. E. Davis Shoe Co., Freeport, Maine
**BEACHETTES**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y. Wholesaler
**BEACH WAY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BEARCAT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BEAR-HIDE** — Culver Mfg. Co., Inc., Erin, Tenn.
**BEAU-TEENS**—Rockingham Shoe Co., Spring Street, Newmarket, N. H.
**BEAU-TIES** — Rockingham Shoe Co., Spring Street, Newmarket, N. H.
**BEAUTILITY S & K**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**BEDFORD SQUARE**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**BEL-AIR**—LaCrosse Rubber Mills Co., LaCrosse, Wis.
**BEL AIRE**—Sun Cal Footwear Inc., 131 S. Los Angeles Street, Los Angeles 12, Calif.
**BELEGANTI**—Waverly Footwear Inc., 434 Broadway, New York 13, N. Y.
**BELL BROS.** — Genesco, 111 Seventh Avenue, North Nashville 3, Tenn.
**BELLEVILLE** — Belleville Shoe Mfg. Co., Main and Walnut Streets, Belleville, Ill.
**BELLEVILLE BROGUES** — Belleville Shoe Mfg. Co., Main and Walnut Streets, Belleville, Ill.
**BELVIEW**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**BELLWOOD**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**BENDERS OF SOMERSET** — Bender Shoe Co., 664 S. Edgewood Avenue, Somerset, Pa.
**BENITO OF CALIFORNIA**—Aronov of California, 2222 N. Figueroa Street, Los Angeles, Calif.
**BERKELEY BROGUES**—Vogue Shoe, Inc., 3660 S. Hill Street, Los Angeles 7, Calif.
**BERMUDA CASUALS**—Bermuda Casuals, 196 Gould Avenue, Paterson, N. J.
**BERMUDA TIES** — The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**BERNARDO**—Bernardo Sandals, Inc., 48 Walker Street, New York, N. Y.
**BARNARDO JUNIOR** — Bernardo Sandals, Inc., 48 Walker Street, New York, N. Y.
**BERNARDO SANDALS**—Bernardo Sandals, Inc., 48 Walker Street, New York, N. Y.
**BERNIE SHOE CO.**, 70 Washington Street, Haverhill, Mass.
**BERT BLAIR**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**BEST IN BALLET**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**BEST WEAR**—B & W Footwear Co., Mill Street, Webster, Mass.
**BESTYLE**—S. Goldberg & Co., Inc., 20 E. Broadway, Hackensack, N. J.
**BETTER BOOT, THE** — Nocona Boot Co., Inc., P. O. Box 599, Nocona, Tex.
**BETTY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BETTY BROWN**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**BETTY CO-ED**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**BETTY SMART**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**BIANCO**—Miller & Bergmann, Inc., 110 Greene Street, New York, N. Y.
**BIG AND LITTLE SISTER** — Reider Shoe Mfg. Co., Schuylkill Haven, Pa.
**BIG LEAGUE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BILL BURNIE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**BILLIKEN** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**BILLIKEN DESIGN** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**BILL MAN** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**BILLYBOY** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**BILLYKID SHOES** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**BILT-O-FIT**—Whittier Shoe Corp., 24 Merrimac Square, Merrimac, Mass.
**BIMBI**—Bimbi Mfg. Co., P. O. Box 2536, San Antonio 6, Texas
**BIRD SHOOTER, THE**—W. C. Russell Moccasin Co., 185 S. W. Franklin Street, Berlin, Wis.
**BIRTH-RIGHT** — Endicott Johnson Corp., Endicott, N. Y.
**BLACK STAR**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BLINKIES FOR KIDDIES** — Monarch-Youngsters Shoes, Inc., 18 S. Throop St., Chicago 7, Ill.
**BLISS ORIGINALS** — Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**BLIZZER BOOT-TOTES** — So-Lo Marx Rubber Co., Loveland, Ohio
**BLOOPERS** — Weiss - Lawrence, Inc., Dover, N. H.
**BLUE BONNET**—Blue Star Shoes, Inc. 5 Franklin St., Lawrence, Mass.
**BLUE RIBBON**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**BLUE RIDGE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BLUE STAR**—Blue Star Shoes, Inc., 5 Franklin St., Lawrence, Mass.


Bata

SHOEMAKERS TO THE WORLD

BATA SHOE COMPANY

BELCAMP, MARYLAND

## SHOE MANUFACTURERS

**BOB BLAKE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**BOBETTE** — Sheboygan Slipper Co., 1920 N. 13th Street, Sheboygan, Wis.
**BOB LEE**—Stephen Putney Shoe Co., 3904 Jefferson Davis Hwy., Richmond 24, Va.—Wholesaler
**BOB SMART** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**BOB SMART JR.**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**BOBBIES**—Vincent Horowitz Co., Inc., 2121 Beale Ave., Altoona, Pa.
**BOLITA**—Bolita Ballets, Inc., 44 Farnsworth Street, Boston 10, Mass.
**BOLO**—Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**BOL TAN**—International Shoe Co., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**BOLZANO**—Fratelli Martini Rossi Inc. (Fuchs Bros. Sales Corp.), 47 W. 34th Street, Marbridge Bldg., New York, N. Y.—Importer
**BON BONS**—Bergmann & Weiss, Inc., 110 Greene Street, New York 12, N. Y.
**BON BONS**—Miller & Bergmann, Inc., 110 Greene Street, New York, N. Y.
**BONSHIRE** — Albert H. Weinbrenner Co., 2025 N. Summit Avenue, Milwaukee, Wis.
**BONE-DRY**—Bone Dry Shoe Mfg. Co., 224 N. Washington Avenue, Neosho, Mo.
**BONE-DRY SCHOOL PATROL** — Bone Dry Shoe Mfg. Co., 224 N. Washington Avenue, Neosho, Mo.
**BONGO**—Nina Footwear Co., Inc., 89 W. 3rd Street, New York 12, N. Y.
**BONNIE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BONNIE LADDIE**—International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**BONNIE LASSIE** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**BONNIE REST**—Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
**BONNIE TIE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BOOT-EZE** — Torch Rubber Co., Inc., 1302 Inwood Avenue, New York 52, N. Y.
**BOOTMAKER GUILD**—Freeman Shoe Corp., Beloit, Wis.
**BOOT-SHUS**—The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh 1, Wis.
**BOOT-TOTES**—So-Lo Marx Rubber Co., Loveland, Ohio
**BOOTS BY DESCO**—Desco Shoe Corp., 209 W. 33rd Street, New York 1, N. Y.
**BORN FLEXIBLE**—Flexline Shoe Co., 316 Straight Street, Paterson 3, N. J.
**BOSSANTI-STYLED IN ITALY**—H. S. K. Footwear Corp., 146 Duane Street, N. Y. 13, N. Y.—Wholesaler
**BOSTONIAN**—Commonwealth Shoe & Leather Co., Whitman, Mass., Gardiner, Maine
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**BOULEVARD** — Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**BOUNCE** — Weiss-Lawrence, Inc., Dover, N. H.
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**BOWLEZE** — Holland-Racine Shoes, Inc., 386 W. 15th Street, Holland, Mich.
**BOYISHOE**—The Juvenile Shoe Corp. of America, Aurora, Mo.
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**BRAND-EM**—S. Goldberg & Co., Inc., 20 E. Broadway, Hackensack, N. J.
**BRAVO**—International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**BRAWNIES**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**BRAWNY BROGUES**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**BREEZELONGS**—Genesco, 111 7th Ave. N, Nashville, Tenn.
**BREEZEWOOD** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BRENTFORD** — Nunn-Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.
**BRENTMOOR** — Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**BRIARCLIFF** — Int'l Shoe Co., Great Northern Div., 1509 Washington Avenue, St. Louis, Mo.
**BRIDGE**—Whitestone Slipper Co., Inc., 3154 Long Island Avenue, Brooklyn 1, N. Y.
**BRIGADE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BRISTOLITE**—Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.
**BRISTOLS JRS. and SRS.**—Vaisey-Bristol Shoe Co., Inc., 100 Fifth Street, Monett, Mo.
**BRITISH CLASSICS**—British Classics, Inc., 146 Duane Street, N. Y., N. Y.—Wholesaler
**BRITISHERS** — Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**BRITISH STROLLERS**—Em Jay Originals, Inc., 152 Duane Street, New York 13, N. Y.—Wholesaler
**BRITISH TROTTERS** — Altman Bros. Shoe Mfg. Co., 2037 Reading Road, Cincinnati, Ohio
**BRITISH-WALKERS** — E. E. Taylor Shoe Corp., 18 Mill Street, Freeport, Maine
**BRITISH WALKER**—The Julian & Kokenge Co., 280 S. Front Street, Columbus 15, Ohio
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**BROGADIERS**—Genesco, 111 7th Ave. N., Nashville, Tenn.
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**BROGIES**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**BROGRAIN**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
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**BUCK-ANEER** — Newport Shoe Mfg. Corp., 41 Canal Street, Newport, N. H.
**BUCKAROOS** — Genesco, 111 7th Ave. N., Nashville, Tenn.
**BUCKIDE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BUCKO KIDS**—Bay Bee Shoe Co., Inc., Hillcrest Street, Dresden, Tenn.
**BUFFALO**—Buffalo Shoe Mfg. Co., 1124 Eastlake Avenue, Seattle 9, Wash.
**BUFFALO BILLY'S**—The Chesapeake Shoe Mfg. Co., 603 Dundalk Avenue, Baltimore 24, Md.
**BUFFALO JUNIOR**—Carl Spector Co., 179 Lincoln Street, Boston, Mass.—Wholesaler
**BUILT-RITE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**BUILT-STRIDE**—Accurate Shoe Corp., 89 Bogart Street, Brooklyn 6, N. Y.
**BULLSEYE**—Hood Footwear Products, Watertown 72, Mass.
**BULL BRAND**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**BULLDOZER** — Genesco, 111 7th Ave. N., Nashville, Tenn.
**BULLDOZERS**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**BULLSEYE WHITE ROCK** — Hood Footwear Products, Watertown 72, Mass.
**BULLY BROGUES**—House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
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**BUNNY HUG**—Weiss-Lawrence, Inc., Dover, N. H.

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**BURNT UMBER BY STETSON** — The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**BUSKENS**—Buskens (Div. of B G S Shoe Corp.), Mill Yard at Stark Street, Manchester, N. H.
**BUSTER BROWN**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**BUSTER BROWN TREAD STRAIGHT** —Brown Shoe Co., Inc., St. Louis 18, Mo.
**BUTTERFLY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**BUTTERFLY FOOTWEAR** — Imperial Footwear, South Main Street, Farmington, N. H.
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**C-T DESIGN** — Craddock - Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**CADET**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CADILLAC**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**CAFCO**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CALICO CUTIES**—Alco Ranch Washable Footwear Co., 324 S. Chadbourne Street, San Angelo, Texas
**CALIFORNIA COBBLERS** — Cobblers, Inc., 1212 Stanford Avenue, Los Angeles 21, Calif.
**CALIFORNIA BANTAMS**—The House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**CALIFORNIA PALMEES**—Vogue Shoe, Inc., 3660 S. Hill Street, Los Angeles 7, Calif.
**CALIFORNIA ROPERS** — Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
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**CASUAL CLASSICS**—Marshall, Meadows & Stewart, Batavia, N. Y.
**CASUALS BY CAMBRIDGE**—H. S. K. Footwear Corp., 146 Duane Street, N. Y. 13, N. Y.—Wholesaler
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**CAVORTER**—Danvers Shoe Co., Inc., West Hancock Street, Manchester, N. H.
**CECELIA'S** — Great Lakes Shoe Co., Oconto, Wis.
**CEDAR-CREST SERVICE SHOES** — Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**CELEBRITY GRADS** — Irving Drew Shoe Corp., Forest Rose & Mulberry Streets, Lancaster, Ohio
**CENTER LINE**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
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**CHAMPION-FOOT-FORM SHOES** — Champion Shoe Mfg. Corp., 524 Broadway, New York 12, N. Y.
**CHAPMAN'S**—Hill Shoe Co., 70 N. 4th Street, Phila. 6, Pa.—Wholesaler
**CHAPMAN'S DE LUXE**—Hill Shoe Co., 70 N. 4th Street, Phila. 6, Pa. —Wholesaler
**CHAPPIES**—Hill Shoe Co., 70 N. 4th Street, Phila. 6, Pa.—Wholesaler
**CHARLES CHESTER** — Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**CHARLES LAWRENCE**—H. S. K. Footwear Corp., 146 Duane Street, N. Y. 13, N. Y.—Wholesaler
**CHARMIES**—Carl Spector Co., 179 Lincoln Street, Boston, Mass.—Wholesaler
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**CHARM TONE**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**CHECKERS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CHEDSONS**—Nashua Footwear Corp., 250 Canal Street, Lawrence, Mass.
**CHEER LEADERS**—International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**CHEROKEE**—L. B. Evans' Son Co., Water Street, Wakefield, Mass.
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**CHIANTI**—Ruth Shoe Co., 44 Merrimac Street, Newburyport, Mass.
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**CHILD LIFE STRAIGHT LAST** — Herbst Shoe Mfg. Co., Box 2005, Milwaukee 1, Wis.
**CHILD STRIDE**—M. Stoff & Co., 158 Duane Street, New York 13, N. Y.—Wholesaler
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**CIRCUS PETS**—George H. Rosen Shoe Mfg. Co., 12 Farnsworth Street, Boston 10, Mass.
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**CITY LINERS**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**CLANCY & QUINN**—Richard Dyner, 47 W. 34th Street, New York 1, N. Y. —Importer
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**CLASSICAL GIRL**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**CLASSIC JUNIORS**—Delmar Shoe Co., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**CLASSICS**—D. Myers & Sons, Inc., Sherwood & Curtain Avenues, Baltimore 18, Md.—Wholesaler
**CLEO**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CLICKERS**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**CLIFCOURT**—Nunn-Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.
**CLIFTON'S PRINCESS HAND TOOLED**—Western Supply Co., P. O. Box 508, Ardmore, Oklahoma—Manufacturer & Wholesaler
**CLINIC**—The Juvenile Shoe Corp. of America, Aurora, Missouri
**CLINIC SHOE, THE** — The Juvenile Shoe Corp. of America, Aurora, Missouri
**CLIPPER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CLIPPER**—Ross Shoes, Inc., 2 Washington Street, North Reading, Mass.
**CLIX**—Clix Footwear, Inc., 622 Grenwich Street, New York 14, N. Y.
**CLOG HOPPER** — Nu-Dell Plastics Corp., 2250 N. Pulaski Street, Chicago, Ill.
**CLOUD 9**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**CLOUDHOPPERS**—La Marquise Footwear, Inc., 350 5th Avenue, N. Y., N. Y.
**COACHBOOT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**COACH & FOUR**—Easy Goer Shoe Co., B Street, Needham Heights, Mass.
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**COAST BALLETS**—Coast Ballet Mfg. Co., 5104 Santa Monica Boulevard, Hollywood 29, Calif.
**COBBIES**—United States Shoe Corp., 1658 Herald Avenue, Cincinnati 7, Ohio
**COBBLERS, INC.**—Cobblers, Inc., 1212 Stanford Avenue, Los Angeles 21, Calif.
**CODDLERS** — Vincent Horowitz Co., Inc., 2121 Beale Avenue, Altoona, Pa.
**CO-ED**—Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**CO-ETTS**—Grinnell Shoe Co., 4th Avenue & Pearl Street, Grinnell, Iowa
**COLBY**—Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.
**COLE-HAAN**—E. E. Taylor Shoe Corp., 18 Mill Street, Freeport, Maine
**COLLEGE DEBS**—Crown Shoe Mfg. Corp., 1204 Washington Avenue, St. Louis 3, Mo.
**COLLEGE GIRL** — La Grange Shoe Corp., 216-220 Plum, Red Wing, Minn.
**COLLEGE HILL** — Deevers Shoe Co., Lutesville, Mo.
**COLLEGE HILL JUNIORS** — Deevers Shoe Co., Lutesville, Mo.
**COLLEGESET** — Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**COLT-CROMWELL CO., INC.**—610 Atlantic Avenue, Boston 10, Mass.—Wholesaler
**COLUMBIA SHOE, THE**—Union Shoe Mfg. Co., 1521 N. 10th Street, Sheboygan, Wis.
**COMBAT PARATROOPER**—John Addison Footwear, Inc., 49 Cotting Avenue, Marlboro, Mass.
**COM-FITS**—Comfort Products Co., 12 E. Worcester Street, Worcester 8, Mass.
**COMFLEX**—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**COMFORT-IZED** — Holmes Stickney Inc., 15 Lowell Street, Portland, Maine
**COMFORT MAKERS**—Beacon Shoe Co., Jonesburg, Mo.
**COMFORT WEAR**—The Comfort Sandal Mfg. Co., Inc., 4020 22nd Street, Long Island City, New York
**COMFO-TRED**—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**COMFY SLIPPERS**—Daniel Green Co., 1 Main St., Dolgeville, N. Y.
**COMMUTER** — Hood Footwear Products, Watertown 72, Mass.
**COMMUTER**—Valley Shoe Corp., 2868 S. 13th Street, St. Louis, Mo.
**COMPANION**—Hurd Shoe Co., Inc., 101 First Avenue, Utica, N. Y.—Wholesaler
**COMPANION JUNIOR**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**COMPATIBLES** — Beacon Shoe Co., Jonesburg, Mo.
**CONESTOGA**—Plymouth Shoe Co., 191 Center Street, Middleboro, Mass.
**CONFERENCE**—Hood Footwear Products, Watertown 72, Mass.
**CONFETTIS**—Brauer Bros. Shoe Co., 22 S. Sarah Street, St. Louis 8, Mo.
**CONFORMAL**—International Shoe Co., Conformal Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**CONGO BOOT**—The Scholl Mfg. Co., Inc., 213 W. Schiller Street, Chicago 10, Ill.
**CONNIE**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**CONNIE LO-HEELER**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**CONNOLLY**—Connolly Shoe Co., 123 N. Second Street, Stillwater, Minn.
**CONSTANT COMFORT**—J. J. Grover Shoe Co., Merrimac Square, Merrimac, Mass.
**CONTEMPO**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**CONTESSA**—Jo-An Shoe Mfg. Co., Inc., 629 E. 19th Street, Paterson, N. J.
**CONTINENTAL CASUALS** — Belgrade Shoe Co., Old Hotel Road, Auburn, Maine
**CONTINENTALES** — Lucky Stride Shoes, Inc., 322 Union Street, Maysville, Kentucky
**CONTOURS**—Caswell Shoes, Inc., 17 Stewart Street, Lynn, Mass.
**CONVERSE**—Converse Rubber Co., 392 Pearl Street, Malden 48, Mass.
**COOLATORS** — Genesco, 111 7th Ave. N., Nashville, Tenn.
**COOL-EES**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**COOLETTES** — Converse Rubber Co., 392 Pearl St., Malden 48, Mass.
**COOLFUT**—The Juvenile Shoe Corp. of America, Aurora, Missouri
**COOL-VENT** — Genesco, 111 7th Ave. N., Nashville, Tenn.
**CO-OPEDIC** — Brockton Boot & Shoe Co., 223 Clinton Street, Brockton, Mass.
**CO-OPERATIVE** — Brockton Boot & Shoe Co., 223 Clinton Street, Brockton, Mass.
**COORDINATORS** — Virginia Shoe Co., Inc., Fredericksburg, Va.
**COPEG**—The Scholl Mfg. Co., Inc., 213 W. Schiller Street, Chicago 10, Ill.
**COPEG ARCH**—The Scholl Mfg. Co., Inc., 213 W. Schiller St., Chicago 10, Ill.
**COQUETTES** — Bottom Dollar Industries, Inc., 715 Izard Street, Little Rock, Ark.
**CORCORAN**—Joseph F. Corcoran Shoe Co., 2 Canton Street, Stoughton, Mass.
**CORD DECK**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CORDECK**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CORDO GLO**—Plymouth Shoe Co., 191 Center Street, Middleboro, Mass.
**CORD-ROYS**—Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.
**CORECTRED**—Edwards Shoes Inc., 314 N. 12th Street, Phila. 7, Pa.
**CORELLI**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**CORFLEX**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**CORK-SPRING**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**CORONATION**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**CORONET**—Edmor Shoe Mfg. Co., 1234 Carpenter Streets, Phila., Pa.
**CORRAL**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
**CORRECT POSTURE**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**CORTINA** — Tober Saifer Shoe Mfg. Co., 1204 Washington Avenue, St. Louis 3, Mo.—Manufacturer-Wholesaler
**COSSACK**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**COSYFOOT**—G. W. Chesbrough, Inc., 797 Smith Street, Rochester 6, N. Y.
**COTILLION**—Continental Shoe Corp., McDonough Street, Portsmouth, N. H.
**COTILLION FOOTWEAR** — Consolidated National Shoe Corp., 179 Lincoln Street, Boston, Mass.

Cotillion
FOOTWEAR
Boston, Massachusetts

**COUNT**—Jo-An Shoe Mfg. Co., Inc., 629 E. 19th Street, Paterson, N. J.
**COUNTRY CLUB** — Brown Shoe Co., Inc., St. Louis 18, Mo.
**COUNTRY SQUIRE**—Samuel Brilliant Co., 86 Lincoln Street, Boston, Mass.—Wholesaler
**COUNTRY SQUIRE BOOT** — Tingley Rubber Corp., 903 Ross Street, Rahway, N. J.
**COUNTY LINERS**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**COURT KING**—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler
**COURTLAND**—Eagle Shoe Mfg. Co., Inc., 2050 Revere Beach Parkway, Everett, Mass.
**COURTLEY, R. S. LTD.**—Pal Mfg. Co., 3405 Glendale Boulevard, Los Angeles, Calif.—Wholesaler
**COURT-SHU**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**COVER GIRL**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**COVER-TEX**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**COWPUNCHER COWBOY BOOTS** — Acme Boot Co., Inc., 1002 Stafford Street, Clarksville, Tenn.
**COZEEZ**—S. Goldberg & Co., Inc., 20 E. Broadway, Hackensack, N. J.
**COZY-MOCS**—Mrs. Day's Ideal Baby Shoe Co., Inc., 20 Locust Street, Danvers, Mass.
**COZY TOES**—C. A. Grosvenor Shoe Co., Inc., 70 Central Street, Worcester 8, Mass.
**CRACKER-JACKS**—Modern Shoe Co., 12th & Washington Avenue, St. Louis 3, Mo.—Wholesaler
**CRADDOCK** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**CRADDOCK-TERRY SHOE CORP. DESIGN**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**CRADLE DAYS**—Jay-Allen-Ward Co., Inc., 5579 Pershing Avenue, St. Louis, Mo.
**CRADLE STEPPERS** — The Juvenile Shoe Corp. of America, Aurora, Missouri
**CRAD-L-MOC**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**CRAFTSMAN**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**CRAFTSMEN SHOES** — Alberts Shoe Co., Cambridge Street, Middleboro, Mass.
**CRAWFORD**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**CREPE-LITE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CRESTBOOT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CREST-FOAM**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**CRESTSHU** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CRESTWORTH**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**CRIKE-ITS**—Irving Drew Shoe Corp., Forest Rose & Mulberry Streets, Lancaster, Ohio
**CRIS-CROS** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CROMWELL**—Terry Footwear Corp., 1309 Cromwell Avenue, N. Y., N. Y.
**CROSBY SQUARE JUNIORS** — House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**CROSSETT**—Joseph F. Corcoran Shoe Co., 2 Canton Street, Stoughton, Mass.

**CROWN CANVAS & WATERPROOF FOOTWEAR**—H. E. Davis Shoe Co., Freeport, Me.
**CROWN IMPERIAL**—Pal Mfg. Co., 3405 Glendale Boulevard, Los Angeles, Calif.—Wholesaler
**CROWN SHOES**—H. E. Davis Shoe Co., Freeport, Me.
**CROWN VULCANIZED SHOES**—H. E. Davis Shoe Co., Freeport, Me.
**CROWN WORK SHOES**—H. E. Davis Shoe Co., Freeport, Me.
**CRUISE**—Cambridge Rubber Co., 748 Main St., Cambridge 39, Mass.
**CRUISER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CRUSADER**—Endicott Johnson Corp., Endicott, N. Y.
**CUDDLE CUBS**—Culver Mfg. Co., Inc., Erin, Tenn.
**CUDDLEEZE**—Comfort Products Co., 12 E. Worcester Street, Worcester 8, Mass.
**CULVER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CULVER CUBS**—Culver Mfg. Co., Inc., Erin, Tenn.
**CUNARD**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CUNIFORM ARCH**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**CUPIDS**—Lowell Shoe Co. (Subsidiary of Phyllis Shoe Co., Inc.), 95 Bridge Street, Lowell, Mass.
**CURE-WALK** — California Footwear Co., 222 Main Street, Venice, Calif.
**CURRIN'S**—Currin-Greene Shoe Mfg. Co., Inc., 2715 Western Avenue, Seattle 1, Wash.—Manufacturer-Wholesaler
**CURTAIN CALLS**—A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**CURTIS BURLY-FLEX BROGUE** — Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**CURTIS SHOES FOR MEN** — Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**CURTIS VELVETRED** — Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**CUSH-EASE**—Ray Shoe Co., 54 First Street, Brockton, Mass.
**CUSHON-EASE**—Plymouth Shoe Co., 191 Center Street, Middleboro, Mass.
**CUSHIONED COMPANION**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y. —Wholesaler
**CUSHIONETTES** — Holmes Stickney Inc., 15 Lowell Street, Portland 4, Maine
**CUSHION FLEX**—Herley Shoe Corp., 104 Essex Street, Haverhill, Mass.
**CUSHION SOLE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**CUSHIONIZED**—Holmes Stickney Inc., 15 Lowell Street, Portland 4, Maine
**CUSHIONIZED BELLAIRES** — Holmes Stickney Inc., 15 Lowell Street, Portland, Maine
**CUSHION SHOES**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**CUSHION STEP**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**CUSHION TRED**—Anwelt Shoe Mfg. Co., 157 Cleghorn Street, Fitchburg, Mass.
**CUSHION-WALK**—Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**CUSHION WELT** — Youngsters Shoe Mfgrs., 102 Bay Street, Rochester 5, N. Y.
**CUSH-N-AIR**—L. B. Evans' Son Co., Water Street, Wakefield, Mass.
**CUSH-N-LYTE**—L. B. Evans' Son Co., Water Street, Wakefield, Mass.
**CUSH-ON-LITE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**CUSH UN SOFT**—Enna Jettick Shoes, Inc., Auburn, N. Y.
**CUSTOMCRAFT**—Schwartz & Benjamin, Inc., 200 Locust Street, Lynn, Mass.
**CYPRUS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.

## D

**D D AND CREST**—International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**D.S.C. SHOES**—Foot-So-Port Shoe Co., Div. Musebeck Shoe Co., Forest & Westover Streets, Oconomowoc, Wis.
**DALE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DANCEABLE DATABLE DARLINGS**—Genesco, 111 7th Avenue N, Nashville, Tenn.
**DANCERS COBBLER**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**DANDEZE**—Mart-Ray Slipper Co., 9413 Church Avenue, Brooklyn, N. Y.
**DAN DUFFY**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**DAN D DUGANS**—House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**DANDY**—L. N. Schwartz & Sons, Inc., 410-412 Cherry Street, Phila. 6, Pa.
**DANIEL GREEN SLIPPERS** — Daniel Green Co., 1 Main Street, Dolgeville, N. Y.
**DANNER**—Danner Shoe Mfg. Co., 4073 N. Williams Avenue, Portland 17, Oregon
**D'ANTONIO** — D'Antonio Shoe Mfg. Corp., 826 Broadway, New York, N. Y.
**DANVERS**—Danvers Shoe Co., Inc., West Hancock Street, Manchester, N. H.
**DANYA CALIFORNIANS**—Danya Shoe Corp., 556 Tower Avenue, Fresno, Calif.
**DANYA SHOES**—Danya Shoe Corp., 556 Tower Avenue, Fresno, Calif.
**DAPPER DAN**—Genesco, 111 7th Avenue N, Nashville, Tenn.
**DARLING BABY SHOE**—Darling Baby Shoe Co., Inc., 1124 Hamilton Blvd., St. Louis 12, Mo.
**DARLIN'S**—Rex Shoe Co., Inc., 209 W. 33rd Street, New York 1, N. Y.
**DATE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DATEBOOK** — Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**DATERS BY COLLEGE HILL**—Deevers Shoe Co., Lutesville, Mo.
**DAVE ARONOFF**—Dave Aronoff Shoes, 1027 Alvira Street, Los Angeles 35, Calif.—Wholesaler
**DAVENPORT RUBBER SOLE SANDALS**—Stahmer Shoe Co., 1334 W. 2nd Street, Davenport, Iowa
**DAVENPORT WOOD SOLE SANDALS**—Stahmer Shoe Co., 1334 W. 2nd Street, Davenport, Iowa
**DAVENPORT WOOD SOLE SHOES**—Stahmer Shoe Co., 1334 W. 2nd Street, Davenport, Iowa
**DAVID DARE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**DAVID DARE JUNIORS**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y. Wholesaler
**DAVID-EVINS**—Evins, Inc., 151 West 26th Street, New York 1, N. Y.
**DAVIDSON**—Genesco 111 Seventh Avenue, North, Nashville 3, Tenn.
**DAVIS CUP**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DAY DREAMS**—Alert Shoe Corp., P.O. Box #246, Milroy, Penna.
**DE ANGELICO'S**—M. K. Weil Shoe Co., 1215 Washington Avenue, St. Louis 3, Mo.—Wholesaler
**DE ANGELO**—Carmo Shoe Mfg Co., 2128 Washington Avenue, St. Louis, Mo.
**DEAR-ME**—Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**DEBBIES**—The Gerwin Shoe Co., 626 Broadway, Cincinnati 2, Ohio
**DEBI-TEEN**—Kristine Shoe Co., Inc., 29 Elm Street, Salisbury, Mass.
**DEBSHI**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DEBTOWNERS** — Tober Saifer Shoe Mfg. Co., 1204 Washington Avenue, St. Louis 3, Mo. — Manufacturer-Wholesaler
**DEBUTEENS**—Sam Smith Shoe Corp. (The Yankee Shoemakers), Main Street, Newmarket, N. H.
**DECIDEDLY THOMPSON**—Howard & Foster Co., Inc., 160 Pleasant Street, Brockton, Mass.
**DECK**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DECK HUGGERS** — David-Russell Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**DECKORK** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DECKS BY BLUE RIDGE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DECK-TREDS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DECOY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DEGAS'**—Melori Shoe Corp., 60 Fulda Street, Boston 19, Mass.
**DEGAS**—Sid Berk, Inc., 47 W. 34th Street, New York, N. Y.
**DELANO**—Mosinger-Cohn, 1235 Washington Avenue, St. Louis 3, Mo.—Wholesaler
**DE LISO DEBS**—Samuels Shoe Co., 25th & Madison Streets, St. Louis, Mo.

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**DELERINAS**—Del's of California, 1116 E. Peco Blvd., Los Angeles, Calif.
**DELITES**—Del's of California, 1116 E. Peco Blvd., Los Angeles, Calif.
**DELMAN**—Delman Co., Inc., 345 Hudson Street, N. Y., N. Y.
**DELMAN**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**DELMANETTE** — Hamilton Shoe Co., 2107 Lucas Avenue, St. Louis 3, Mo.
**DELMANETTE HALF PINTS**—Hamilton Shoe Co., 2107 Lucas Avenue, St. Louis 3, Mo.
**DELMANETTE STYLED BY DELMAN**—Hamilton Shoe Co., 2107 Lucas Avenue, St. Louis 3, Mo.
**DELMAN-TWENTY**—Genesco, 111 7th Avenue, N, Nashville, Tenn.
**DEL-MAR**—Carl Spector Co., 179 Lincoln Street, Boston, Mass.—Wholesaler
**DE LUCA ORIGINALS**—Algy Shoes, Inc., 68 Vine Street, Everett, Mass.
**DE LUXE EASE**—Stately Footwear Co., 2052 Bergen Street, Brooklyn, N. Y.
**DELUXE KORT KING**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**DE MELLO**—M. K. Weil Shoe Co., 1215 Washington Avenue, St. Louis 3, Mo. —Wholesaler
**DEMI BOOT By DESCO**—Desco Shoe Corp., 209 W. 33rd Street, New York 1, N. Y.
**DE MILANO**—Carl Spector Co., 179 Lincoln Street, Boston, Mass. — Wholesaler
**DEMOSETTE**—Deb Shoe Co., Inc., 2128 Washington Avenue, St. Louis 3, Mo.
**DEMOSETTE SHOES** — Washington Shoe Mfg. Corp., Div. Deb Shoe Co., Washington, Missouri
**DENIS BROWNE SPLINTS**—M. J. Markell Shoe Co., Inc., 332 S. Broadway, Yonkers, N. Y.—Wholesaler
**DENNY MURRAY** — Commonwealth Shoe & Leather Co., Whitman, Mass., Gardiner, Maine
**DEPENDABLE FOOTWEAR** — Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**DERBY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DERN GOOD**—M. L. Snyder & Son, Inc., 2402 N. Jasper Street, Phila., Pa.
**DESCO DEBS**—Desco Shoe Corp., 209 W. 33rd Street, New York 1, N. Y.
**DESERT**—Clarks of England, Inc., Boston Post Road, Norwalk, Conn.—Wholesaler
**DESERT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DESIGNED BY ALEXIS**—Weber Shoe Co., Inc., Box 278, Tipton, Mo.

## SHOE MANUFACTURERS

**DIAMOND-AIRES**—Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**DIAMOND BRAND**—International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**DIAMOND KING**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**DICKERSON SHOES**—The Walker T. Dickerson Co., 326 S. Front Street, Columbus 15, Ohio
**DI MARCHILLI ORIGINALS** — Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**DI MARTINI ORIGINALS**—H. S. K. Footwear Corp., 146 Duane Street, N. Y. 13, N. Y.—Wholesaler
**DIMENSIONAL EQUALIZER LAST**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**DI NEZZA**—Dine Shoe Corp., 134 Water Street, Wakefield, Mass.
**DINO**—Dine Shoe Corp., 134 Water Street, Wakefield, Mass.
**DIPLOMAT** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DIRECTORS**—Genesco 111 7th Avenue, N, Nashville, Tenn.
**DI SCARLA FOOTWEAR** — Hartman Shoe Mfg. Co., 35 Duncan Street, Haverhill, Mass.
**DIXIE DEB**—Genesco, 111 7th Avenue, N, Nashville, Tenn.
**DR. HISS BALANCED SHOES**—Irving Drew Shoe Corp., Forest Rose & Mulberry Streets, Lancaster, Ohio
**DR. LOCKE**—The Julian & Kokenge Co., 280 S. Front Street, Columbus 15, Ohio
**DR. LOCKE**—Lockwedge Shoe Corp. of America, 280 S. Front Street, Columbus, Ohio
**DR. POSNER FLYING ACES FOR BOYS**—Dr. Posner Shoe Co., Inc., 112 W. 34th Street, New York 1, N. Y.
**DR. POSNER SPECIAL FEATURE SHOES**—Dr. Posner Shoe Co., Inc., 112 W. 34th Street, New York 1, N. Y.
**DR. POSNER TEEN TYPE SHOES**—Dr. Posner Shoe Co., Inc., 112 W. 34th Street, New York 1, N. Y.
**DR. A. REED CUSHION SHOES** — Irving Drew Shoe Corp., Forest Rose & Mulberry Streets, Lancaster, Ohio
**DR. REED**—Connolly Shoe Co., 123 N. Second Street, Stillwater, Minn.
**DR. SCHOLL'S COPEGS**—The Scholl Mfg. Co., Inc., 213 W. Schiller Street, Chicago 10, Ill.
**DR. SCHOLL'S FOOT COMFORT SHOES**—The Scholl Mfg. Co., Inc., 213 W. Schiller Street, Chicago 10, Ill.
**DR. SCHOLL'S SCIENTIFIC SHOES**—The Scholl Mfg. Co., Inc., 213 W. Schiller Street, Chicago 10, Ill.
**DOCTOR SHOE, THE**—Holland-Racine Shoes, Inc., 386 W. 15th Street, Holland, Mich.
**DOD-O-FLEX**—Dodson Fisher Co., 255 E. Kellogg Boulevard, St. Paul 1, Minn.
**DOLLY DIMPLES**—Burlington County Shoe Corp., manufacturer; Happy Tot Shoe Corp., wholesaler, both at 192 Water Street, Mt. Holly, N. J.
**DOLLY KWEEN** — Sheboygan Slipper Co., 1920 N. 13th Street, Sheboygan, Wis.
**DOMANI**—Genesco—111 Seventh Avenue, North, Nashville 3, Tenn.
**DOMINIC ROMANS**—Palizzio, Inc., 801 Broadway, New York, N. Y.
**DONNA**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DOO DADS BY MARC**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**DOOGIES BY MONDI**—The Mondi Mfg. Co., Inc., 123 Otter Avenue, Oshkosh, Wis.
**DOROTHY DODD**—International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**DOROTHY JUNIOR** — International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**D'ORSAY** — Whitestone Slipper Co., Inc., 3154 Long Island Avenue, Brooklyn 1, N. Y.
**D'ORTEGA** — Mosinger-Cohn, 1235 Washington Avenue, St. Louis 3, Mo.—Wholesaler
**DOT & DAN**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**DOT & DAN FLEXIBLES**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**DOT & DAN JUNIORS**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**DOUBLE DELUXE**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**DOUBLE DUTY**—Edmor Shoe Mfg. Co., 1234 Carpenter Street, Phila., Pa.
**DOUBLE LIFE**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**DOUGLAS**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**DOUGLAS ARCH**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**DOUGLAS SHOES**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**DOUGLAS TUGS**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**DOUGLAS, W. L.**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**DOUTCHKA**—Chambord Shoe Co., Inc., 350 Fifth Avenue, New York 1, N. Y.—Wholesaler-Importer
**DOYLE**—Doyle Shoe Co., Cor. Warren Avenue & Pleasant Street, Brockton, Mass.
**DRAGON BUDGET LINE**—John Addison Footwear, Inc., 49 Cotting Avenue, Marlboro, Mass.
**DRAGON SHOE, THE**—John Addison Footwear, Inc., 49 Cotting Avenue, Marlboro, Mass.
**DRAMA-IN-FOOTWEAR**—Evins, Inc., 151 West 26th Street, New York 1, N. Y.
**DREAMERS**—M. J. Nazzaro, Inc., 912 E. 7th Street, Los Angeles, Calif.
**DRESS-UPS**—Reece Wooden Sole Shoe Co., 13th Street & 41st Avenue, Columbus, Neb.
**DRESS UPS BY ALEXIS**—Weber Shoe Co., Inc., Box No. 278, Tipton, Mo.
**DREW ARCH REST** — Irving Drew Shoe Corp., Forest Rose & Mulberry Streets, Lancaster, Ohio
**DREW CONTINENTALS**—Irving Drew Shoe Corp., Forest Rose & Mulberry Streets, Lancaster, Ohio
**DREW SHOES** — Irving Drew Shoe Corp., Forest Rose & Mulberry Streets, Lancaster, Ohio
**DREW WALK-O-BOUTS** — Irving Drew Shoe Corp., Forest Rose & Mulberry Streets, Lancaster, Ohio
**DRIZZLE BOOTS** — Principle Plastics, Inc., 1136 W. 135th Street, Gardena, Calif.
**DRURY LANE**—The Julian & Kokenge Co., 280 S. Front Street, Columbus 15, Ohio
**DUBLIN**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DUCHESS GEMS** — Duchess Footwear Corp., 28 Goodhue Street, Salem, Mass.
**DUCK**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DUCKS**—Woodsco, Inc., 2825 Highland Avenue, Cincinnati 12, Ohio
**DUDE-RANCH CAMP-MOCS** — The Juvenile Shoe Corp. of America, Aurora, Missouri
**DUDE RANCH SADDLE**—The Juvenile Shoe Corp. of America, Aurora, Missouri
**DUDLEY** — Ambassador Shoe Corp., Mill Street, Webster, Mass.
**DUKE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**DUNDEER** — L. B. Evans' Son Co., Water Street, Wakefield, Mass.
**DUNHAM'S DRAFLEX** — Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler
**DUNHAM'S GREEN MOUNTAIN MOCCASINS** — Dunham's Brothers Company, Main Street, Brattleboro, Vt.—Wholesaler
**DUNHAM'S HIGH TENSION**—Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler
**DUNHAM'S RUGGARDS** — Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler
**DUNHAM'S SILV-A-LINE** — Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler
**DUNHAM'S TUF** — Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler
**DUNHAM'S TYROLEANS** — Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler
**DUNHAM'S WAUKEZY** — Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler
**DUNLAP**—Altman Bros. Shoe Mfg. Co., 237 Reading Road, Cincinnati, Ohio


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**DUO-FLEX**—The P. Hagerty Shoe Co., 301 Van Deman Avenue, Washington Court House, Ohio
**DUPLEX ARCH**—Connolly Shoe Co., 123 N. Second Street, Stillwater, Minn.
**DURA-FLEX**—LaCrosse Rubber Mills Co., LaCrosse, Wis.
**DUTI-PALS** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**DYNA-MITES**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**DYNAMO**—The Rubber Corp. of Calif., 10631 Stanford Avenue, Garden Grove, Calif.
**DYN-O-THERM BOOTS** — Charles Chester Shoe Co., Brockton 64, Mass.
**DYRON** — Brown Shoe Co., Inc., St. Louis 18, Mo.

### E

**E-Z TRED**—A. J. Beford Shoe, Inc., Kline Street, Lititz, Pa.
**E-Z WALK FOUNDATION**—The Scholl Mfg. Co., Inc., 213 W. Schiller Street, Chicago 10, Ill.
**E-Z WALKING**—Reece Wooden Sole Shoe Co., 13th Street & 41st Avenue, Columbus, Neb.
**E-Z WEAR**—M. L. Leddy & Sons, 14 So. Chadbourne, San Angelo, Texas
**EASE WEAR**—Viko Shoe Co., 35 Lagrange Street, Worcester, Mass.
**EASIEPHIT**—Abbott Shoes Inc., Washington Street, North Reading, Mass.
**EASY-GAITS**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**EASY GOERS**—Easy Goer Shoe Co., B Street, Needham Heights, Mass.
**EASY-LIFE**—B G S Shoe Corporation, Mill Yard at Stark Street, Manchester, N. H.
**EASY STEPS**—A. Werman & Sons, Inc., 282 Belmont Avenue, Brooklyn 7, N. Y.
**EASY STREET**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**EASY WALKERS**—Easy Walkers Shoe Co., Old River Road, Wilkes-Barre, Penna.—Wholesaler
**EASY-WORKERS** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**EATON**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**EDDY'S PRO BASKETBALL** — Eddy Shoe Co., 132 N. 4th Street, Phila. 6, Pa.—Wholesaler
**EDDYSHIRE**—Eddy Shoe Co., 132 N. 4th Street, Phila. 6, Pa.—Wholesaler
**EDGERTON**—Nunn-Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.
**EDGEWOOD SHOES**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**EDITH HENRY**—Lucky Stride Shoes, Inc., 322 Union Street, Maysville, Kentucky


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**EDMOR**—Edmor Shoe Mfg. Co., 1234 Carpenter Street, Phila., Pa.
**EDWARDS, THE SHOE FOR CHILDREN**—Edwards Shoes Inc., 314 N. 12th Street, Phila. 7, Pa.
**EDWIN CLAPP SHOE, THE**—Edwin Clapp & Son, Inc., 50 Charles Street, East Weymouth 89, Mass.
**8000 LINE**—Gotham Shoe Mfg. Co., Inc., 126 Park Avenue, Binghamton, N. Y.
**E-JAY**—Endicott Johnson Corp., Endicott, N. Y.
**ELASTI-FLEX** — Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**E'LASTIQUE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**ELEGANTES**—Rogers Bros Shoes Inc., Rogers of Boston, 137 Kneeland Street, Boston 11, Mass.—Wholesaler
**ELEGANZA** — Pan American Modes, Inc., 5300 N. W. 37th Avenue, Miami 42, Florida
**ELEVATORS**—Stone-Tarlow Co., Inc., 43 Enterprise Street, Brockton, Mass.
**ELF-EEZ BY JAYRICH**—Jayrich Footwear Co., 346-352 Meridian Street, East Boston 28, Mass.
**EMBLEM** — International Shoe Co., Great Northern Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**EMERSON SHOES**—R. P. Hazzard Co., Gage Street, Augusta, Me.
**EM JAY ORIGINALS**—Em Jay Originals, Inc., 152 Duane Street, New York 13, N. Y.—Wholesaler
**ENDWELL** — Endicott Johnson Corp., Endicott, N. Y.
**EN-JOIE**—Endicott Johnson Corp., Endicott, N. Y.
**ENNA JETTICKS**—Enna Jettick Shoes, Inc., Auburn, N. Y.
**ENRICO**—Lucky Stride Shoes, Inc., 322 Union Street, Maysville, Kentucky.

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**EPHRATA SHOES**—Ephrata Shoe Co., 18 N. State Street, Ephrata, Pa.
**EQUALIZED WALKERS** — Beau Shoe Co., 2927 Canby Street, Harrisburg, Pa.
**EQUALIZER LAST**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**ESCAPADE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**ESCAPADES**—Ted Saval Inc., 1500 S. Broadway, Los Angeles, Calif.
**ESCAPADES BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**ESCORTS**—Kaysam Corp. of America, 27 Kentucky Avenue, Paterson 3, N. J.
**ESKIMO WOOLIES**—Manistee Slippers, Inc., 60 King Street, Worcester 10, Mass.
**ESKI-MOX**—Tru-Stitch Moccasin Corp., 40 Duane Street, Malone, N. Y.
**ESPERANTOS** — Freeman Shoe Corp., Beloit, Wis.
**ESPRESSO**—A. E. Nettleton Co., State & Willow Streets, Syracuse 2, N. Y.
**ESQUIRE SLIPPERS**—Esquire Slipper & Footwear Mfg. Co., Inc., 97 Rantoul Street, Beverly, Mass.
**ESSENKAY**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**ETONETTE**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**ETONIC ALL-WEATHER**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**ETONIC ARCH**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**ETONIC QUEEN**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**ETONIC TRED**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**EVANS STANDARD**—L. B. Evans' Son Co., Water Street, Wakefield, Mass.

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**EVEREADY** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**EVER EASE**—International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**EVER TUFF**—M. Beckerman & Sons, Inc., 184-5th Avenue, New York 10, N. Y.
**EVERYDAY** — Craddock - Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**EVERY DAY COMFORT** — Viko Shoe Co., 35 Lagrange Street, Worcester, Mass.
**EV-R-FLEX** — International Shoe Co., Great Northern Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**EXCEL** — Hood Footwear Products, Watertown 72, Mass.
**EXCELSIOR**—Genesco 111 7th Avenue, N. Nashville, Tenn.

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**EXECUTIVE, THE**—E. T. Wright & Co., Inc., Liberty Street, Rockland, Mass.
**EXQUISITE SHOES BY FOX** — Fox Shoe Mfg. Corp., 826 Broadway, New York 3, N. Y.
**EX-URBANITES**—David-Russell Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**EZON** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**EZY CREPE**—H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.
**EZY WORK**—H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.

## F

**FAITHFUL**—Winchell Shoe Mfg. Co., 25 Washington Avenue, Natick, Mass.
**FAIRWAY**—Hood Footwear Products, Watertown 72, Mass.
**FALCON**—Georgia Shoe Mfg. Co., Inc., Flowery Branch, Georgia
**FAMETRED**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FAMOUS FIVE**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**FANDANGO**—Mercury Shoe Co., Div. Deb Shoe Co., Washington (Pacific Road), Missouri
**FANDANGO**—Deb Shoe Co., Inc., 2128 Washington Avenue, St. Louis 3, Mo.
**FANTASY**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**FARMTRED**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FASHION AIRS**—Footwear Corp., 3540 Pleasant Valley Road, Nashville, Tenn.
**FASHION-BILT** — Fashion-Bilt Shoe Co., 523 Cleary Street, Pontiac, Ill.
**FASHION-BILT ARCH** — Fashion-Bilt Shoe Co., 523 Cleary Street, Pontiac, Ill.
**FASHION-BILT WALKER** — Fashion-Bilt Shoe Co., 523 Cleary Street, Pontiac, Ill.
**FASHION BUILT** — Freeman Shoe Corp., Beloit, Wis.
**FASHION CRAFT** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**FASHION CRAFT PETALITES**—Craddock-Terry Shoe Corp., 50-56 9th St., Lynchburg, Va.
**FASHION EASE**—The Scholl Mfg. Co., 213 W. Schiller Street, Chicago 10, Ill.
**FASHION-FAIR** — Fashion-Bilt Shoe Co., 523 Cleary Street, Pontiac, Ill.
**FASHION-FARE** — Fashion-Bilt Shoe Co., 523 Cleary Street, Pontiac, Ill.
**FASHION FRESH** — Brown Shoe Co., Inc., St. Louis 18, Mo.
**FASHION LANE**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**FASHIONS AFOOT** — Goodyear Footwear Corp., 44 Warren Street, Providence 7, R. I.
**FASHION STEP** — Nu-Way Shoe Co., Inc., 142 Duane Street, New York 13, N. Y.—Wholesaler
**FASHION TRED**—Nu-Way Shoe Co., Inc., 142 Duane Street, New York 13, N. Y.—Wholesaler
**FAUNTRED**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FEATHER ARCH** — Boyd-Jones Shoe Co., 1900 Washington Avenue, St. Louis 3, Mo.
**FEATHERBED** — Frank Noone Shoe Co., Inc., Maple Avenue, Rockland, Mass.
**FEATHER - BEDS - BY - MARTIN & MARTIN**—H. S. K. Footwear Corp., 146 Duane Street, N. Y. 13, N. Y.—Wholesaler

## SHOE MANUFACTURERS

**FEATHER-EZE**—S. Waterbury & Son Co., 1212 Wood Street, Phila., Pa.
**FEATHER-FLEX**—Knipe Bros.—Ward Hill Shoes, Inc., Gardiner, Maine
**FEATHER-FLEX**—La Ray Boot Shop, Inc., 107 W. 46th Street, N. Y., N. Y.
**FEATHER-FLEX BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**FEATHER-LITE**—Barry Mfg. Co., Inc., 8 Summer Street, Lynn, Mass.
**FEATHER-PED** — International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**FEATHER STEP FOOTWEAR**—Certified Creations, Inc., 516 W. 34th Street, New York, N. Y.
**FEATURE FASHION** — International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**FEDERAL** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FEETURE ARCH**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**FELLMAN TRI-VAC**—Fellman Tri-Vac Footwear, Inc., 42 S. Livingston Avenue, Livingston, N. J.—Manufacturer-Wholesaler
**FELLMAN TRI-VAC RUBBERS**—Tingley Rubber Corp., 903 Ross Street, Rahway, N. J.
**FERRANO** — Newbury Shoe Corp., 1 Charles Street, Newburyport, Mass.
**FETHA FLEX** — House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**FIANCEES**—Clark Shoe Co., 34 Troy Street, Auburn, Maine
**FIELD AND STREAM**—F. & F. Shoe Co., 20-22 E. Spring Street, Chippewa Falls, Wis.
**FIELD TRIAL**—G. H. Bass & Co., Wilton, Maine
**FIFTH AVENUE**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**FINALIST** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FIN AND FEATHER**—F. & F. Shoe Co., 20-22 E. Spring Street, Chippewa Falls, Wis.
**FINGERFLEX** — The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**FIREFLIES**—Sbicca of California, 2620 N. Rosemead Boulevard, El Monte, Calif.
**FIRELITES** — B & W Footwear Co., Mill Street, Webster, Mass.
**FIRESIDE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**FIRESIDE COMFORT SLIPPERS** — Franzen Shoe & Slipper Co., 49 Herman Street, Worcester, Mass.
**FIRESIDE COMFORT SLIPPERS** — Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**FIRE-SIDES**—Wolowick Shoe Co., 129 East Centre Street, Milwaukee 12, Wis.
**FIRMTRED** — Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**FIRST EDITIONS**—Mutual Shoe Sales Co., Thompson Street, Maynard, Mass.
**FIRST GRADERS**—Seaboard National Shoe Co., 22 S. Hanover Street, Baltimore 1, Md.—Manufacturer-Wholesaler
**FIRST IN FLATS** — Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**FIRST STEPS**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**FIT-ALL**—B. F. Goodrich Footwear and Flooring Co., Watertown 72, Mass.
**FIT-RITE** — Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**FLAG**—Genesco—111 7th Avenue, N. Nashville, Tenn.
**FLAGG BROS.**—Genesco, 111 7th Avenue, N. Nashville 3, Tenn.
**FLAME**—Cambridge Rubber Co., 748 Main St., Cambridge 39, Mass.
**FLAMENCA** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FLAMINGO** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FLAREWEDGE**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**FLASH** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FLEET-AIR SHOES FOR CHILDREN**—Eby Shoe Corp., Ephrata, Pa.
**FLEETFOOT** — Weiss-Lawrence, Inc., Dover, N. H.
**FLEETLINE** — Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.
**FLEETWOOD**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**FLEETWOOD** — Tyer Rubber Co., 10 Railroad Street, Andover, Mass.
**FLEXATED** — Allen - Edmonds Shoe Corp., 825 Main Street, Belgium, Wis.
**FLEXATOR** — International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**FLEXCEL** — The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**FLEX CRAFT**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**FLEX-EASY**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**FLEX-E-FIT**—International Shoe Co., Friedman-Shelby Div. 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**FLEX-EZE**—Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**FLEX-FASHIONED**—Nunn-Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.
**FLEXIBLE FETHERWATES** — Nunn-Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.
**FLEXIBLES**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**FLEXIES**—Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**FLEXI-PEDIC**—Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**FLEXI - PEDIC STRAIGHT LAST** — Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**FLEXI WOVEN** — Genesco, 111 7th Avenue, N. Nashville, Tenn.
**FLEXLINERS**—Flexline Shoe Co., 316 Straight Street, Paterson 3, N. J.
**FLEX-LITE** — Terry Footwear Corp., 1309 Cromwell Avenue, New York, N. Y.
**FLEX-MEEZ** — David-Russell Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**FLEX MOC**—A. Jacobs and Sons Co., Inc., 162 Eastern Avenue, Lynn, Mass.
**FLEXMOR**—Maybury Shoe Co., 100 S. Main Street, Rochester, N. H.
**FLEX-O-LITE**—Georgia Shoe Mfg. Co., Inc., Flowery Branch, Georgia
**FLEX-O-THERM** — H. E. Davis Shoe Co., Freeport, Maine
**FLEXOVER** — Hood Footwear Products, Watertown 72, Mass.
**FLEX SHU**—H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.
**FLEX-SUPPLE**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**FLEX-WALKER**—The Walker T. Dickerson Co., 326 S. Front Street, Columbus 15, Ohio
**FLIPPERS** — Bradford Mfg. Co., 669 Washington Street, Lynn, Mass.
**FLITE-RIB**—A. J. Beford Shoe, Inc., Kline Street, Lititz, Pa.
**FLOAT AIR** — Culver Mfg. Co., Inc., Erin, Tenn.
**FLOAT AWAYS** — Huth-James Shoe, Inc., 1039 S. Second Street, Milwaukee 4, Wis.
**FLOATERS**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**FLORETTE**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**FLORIDA PROCESS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FLORMAID**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**FLORMATE**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**FLORSHEIM**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**FLYING ACES BY DR. POSNER**—Dr. Posner Shoe Co., Inc., 112 W. 34th Street, New York 1, N. Y.
**FLYWATES**—Nunn-Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.
**FOAMAGIC**—H. E. Davis Shoe Co., Freeport, Maine
**FOAM-KIDS**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FOAMLITE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FOAMLITES** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FOAM PEDS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FOAM PRINCE**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FOAMSTEP** — Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**FOAMTRACK** — Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FOAMTREAT** — Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FOAMTRED**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FOAMTRICK** — Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FOAMTRIP**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FOAMTRITT** — Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FOLLOW ME HEELS** — Genesco, 111 7th Avenue North, Nashville, Tenn.
**FOOT-BALANCE**—Old Colony Shoe Co., 84 E. Railroad Avenue, Brockton, Mass.
**FOOT COMFORT SHOES**—The Scholl Mfg. Co., Inc., 213 W. Schiller Street, Chicago 10, Ill.
**FOOT CULTURE** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**FOOT DEFENDER**—Miller Shoe Co., Inc., 4015 Cherry Street, Cincinnati 23, Ohio
**FOOT EASE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**FOOTE-MATES** — Alberts Shoe Co., Cambridge Street, Middleboro, Mass.
**FOOT-FITTER** — Allen-Edmonds Shoe Corp., 825 Main Street, Belgium, Wis.
**FOOTE-FLEXIBLES** — Alberts Shoe Co., Cambridge Street, Middleboro, Mass.
**FOOT FLAIRS**—Mutual Shoe Sales Co., Thompson Street, Maynard, Mass.
**FOOT FORM**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**FOOT FREE**—The Daniel Hays Co, Inc., 185 Fulton Street, Gloversville, N. Y.
**FOOT FRIEND**—The Julian & Kokenge Co., 280 S. Front Street, Columbus 15, Ohio
**FOOTGLUVS**—Swan Shoe Co., Inc., 3001 E. Madison Street, Baltimore 5, Md.
**FOOT GUIDER**—Blue Star Shoes, Inc. 5 Franklin Street, Lawrence, Mass.
**FOOT HEALTH** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FOOTHRILLS** — The Juvenile Shoe Corp. of America, Aurora, Mo.
**FOOT-JOY**—Field and Flint, 43 Enterprise Street, Brockton, Mass.
**FOOT KING**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**FOOTLETS**—Comfort Products Co., 12 E. Worcester Street, Worcester 8, Mass.
**FOOT-LITE** — Brooks Shoe Mfg. Co., 3210 Cherry Street, Phila., Pa.
**FOOTOGS**—The Juvenile Shoe Corp. of America, Aurora, Mo.
**FOOT-PALS**—Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**FOOT-POISE**—Chris Laganas Shoe Co., Jackson Street, Lowell, Mass.
**FOOT POSITIONER** — Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.

## SHOE MANUFACTURERS

**FOOT SAVER**—The Julian & Kokenge Co., 280 S. Front Street, Columbus 15, Ohio
**FOOTSAVERS**—Commonwealth Shoe & Leather Co., Whitman, Mass., Gardiner, Maine
**FOOT-SO-PORT-SHOES**—Foot-So-Port Shoe Co., Div. Musebeck Shoe Co., Forest and Westover Streets, Oconomowoc, Wis.
**FOOT SPRITE**—Crest Shoe Co., 3 Middle Street, Lewiston, Maine
**FOOT-TRAITS**—W. L. Kreider's Sons Mfg. Co., Inc., N. Harrison Street, Palmyra, Pa.
**FORD SHOES**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**FOREST KING** — Currin-Greene Shoe Mfg. Co., Inc., 2715 Western Avenue, Seattle, Wash.—Manufacturer-Wholesaler
**FORLI**—Fratelli Martini Rossi Inc. (Fuchs Bros. Sales Corp.), 47 W. 34th Street, Marbridge Bldg., New York, N. Y.—Importer
**FORM-A-TIVE**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**FORM-FIT** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FORMTRED**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FORTUNE**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**FORTUNE-AIRE** — Genesco, 111 7th Avenue N., Nashville, Tenn.
**FORTUNE-ARCH** — Genesco, 111 7th Avenue N., Nashville, Tenn.
**FORTUNE-FLEX** — Genesco, 111 7th Avenue N., Nashville, Tenn.
**FORTUNE SHOES** — Genesco, 111 7th Avenue N., Nashville, Tenn.
**FORTUNET** — Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**FORTUNET FOOTWEAR** — Genesco, 111 7th Ave. N., Nashville, Tenn.
**FORUM, THE**—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**FOURSOME** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FOXIES**—Principle Plastics, Inc., 1136 W. 135th Street, Gardena, Calif.
**FRANCESCO** — Catalano & Son, 9750 Klingerman Street, S. El Monte, Calif.
**FRANK BROTHERS** — Johnston and Murphy Shoe Co., 511 Main Street, Nashville 3, Tenn.
**FRANK BROTHERS** — Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**FREDERICK'S FREE FITTERS**—Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler
**FREDERICK'S SLIMBAK** — Powell & Campbell, Inc., 122 Duane Street, N. Y.—Wholesaler
**FREE-FLEX** — Freeman Shoe Corp., Beloit, Wis.
**FREE-FOAM** — Freeman Shoe Corp., Beloit, Wis.
**FREEPORT SHOES**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**FREEWAY**—Knapp Bros. Shoe Mfg. Corp., 173 Spark Street, Brockton 61, Mass.
**FRENCH BOOTEE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FRENCH MODERNS** — D. Myers and Sons, Inc., Sherwood at Curtain Avenue, Baltimore 18, Md.—Wholesaler
**FRENCH SHRINER**—French Shriner, 443 Albany Street, Boston, Mass.
**FRIAR**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**FRIEDMAN-SHELBY SERVICE** — International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis, Mo.—Manufacturer-Wholesaler
**FRIENDLY FIVE** — Genesco, 111 7th Avenue N., Nashville, Tenn.
**FRIENDLY FITTERS** — Genesco, 111 7th Avenue N., Nashville, Tenn.
**FRIENDLY GRIP** — Genesco, 111 7th Avenue N., Nashville, Tenn.
**FRIENDLY SHOES**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**FRIENDLY TEEN SHOES** — Genesco, 111 7th Avenue N., Nashville, Tenn.
**FRI-JETTES**—Hampton Corp. (Kickerinos Div.), 1308 West Fond du Lac Avenue, Milwaukee 5, Wis.
**FRONTIER BUCK** — Genesco, 111 7th Avenue N., Nashville, Tenn.
**FRONTIER-MISS** — Gold-Craft Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**FRONT RUNNERS**—Mel Preston Shoe Corp., 240 Broadway, Brooklyn, N. Y.
**FRYE JET BOOTS**—John A. Frye Shoe Co., Inc., 84 Chestnut Street, Marlboro, Mass.
**FRYE RANCHER BOOTS** — John A. Frye Shoe Co., Inc., 84 Chestnut Street, Marlboro, Mass.
**FRY'S CALIFORNIANS** — Danya Shoe Corp., 556 Tower Avenue, Fresno, Calif.
**FUN-SHUS** — International Shoe Co., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**FUNTRED**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**FUTURETTE**—Genesco, 111 7th Avenue N., Nashville, Tenn.

### G

**GALOCHA MARNE**—Torch Rubber Co., Inc., 1302 Inwood Avenue, New York 52, N. Y.
**GAME SHOOTER**—Belleville Shoe Mfg. Co., Main and Walnut Streets, Belleville, Ill.
**GAMESHU**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**GAME WARDEN** — Huth-James Shoe, Inc., 1039 S. Second Street, Milwaukee 4, Wis.
**GAMINS** — Andrew Geller-Penn, Inc., 152 Horton Street, Wilkes-Barre, Pa.
**GANGWAY** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**GARDEN-TOTES**—So-Lo Marx Rubber Co., Loveland, Ohio
**GARDMORE**—Gardiner Shoe Co., Inc., Gardiner, Maine
**GAUCHO**—International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**GAY LORD SHOES**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**GAY TOES**—Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
**GAY-WINGS**—Old Town Shoe Co., 179 Lincoln Street, Boston 11, Mass.
**G-FLATS BY GOLO** — Golo Footwear Corp., 350 5th Avenue, New York, N. Y.
**GEE PEES**—Gerberich-Payne Shoe Co., Mount Joy, Pa.
**GEMS**—International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**GENDARME**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**GENERAL-SHU** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**GENT-L-ARCH** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
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**GEORGETOWN NATURAL CONTOUR** —Freeman Shoe Corp., Beloit, Wis.
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**GERBERICH BOY'S SHOES**—Gerberich-Payne Shoe Co., Mount Joy, Pa.
**GERTRUDE'S ORIGINALS** — Crawford Shoe Co., Box 521, Mattoon, Ill.
**GERWINETTES**—The Gerwin Shoe Co., 626 Broadway, Cincinnati 2, Ohio
**GIANT**—Samuel Brilliant Co., 86 Lincoln Street, Boston, Mass.—Wholesaler
**GIANTS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**GIAVANNI'S**—Ruth Shoe Co., 44 Merrimac Street, Newburyport, Mass.
**GIBRALTER**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**GIL-ASH**—Indian Head Shoe Co., Inc., Commercial Street, Manchester, N. H.
**GINO BELLINI**—Hempstead Shoe Co., Inc., 269 Fulton Avenue, Hempstead, L. I., N. Y.—Wholesaler
**GIOVANI MARTELLI**—Hill Bros. Co., 120 Central Street, Hudson, Mass.
**GIRL GRADUATE** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**GLAMOUR**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**GLAMOUR DEBS** — Brown Shoe Co., Inc., St. Louis 18, Mo.
**GLAMOUR GAL**—Blum Shoe Mfg. Co., Dansville, N. Y.
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**GLOVEAL**—The Juvenile Shoe Corp. of America, Aurora, Missouri
**GLOV-ETTS BY DODSON FISHER** — Dodson Fisher Co., 255 E. Kellogg Boulevard, St. Paul 1, Minn.
**GLOV-ETT SKIPPERS**—Dodson Fisher Co., 255 E. Kellogg Boulevard, St. Paul 1, Minn.
**GLOVE FIT**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**GLOVE GRIP**—M. N. Arnold Shoe Co., So. Weymouth 90, Mass.
**GLOVELK**—The Juvenile Shoe Corp. of America, Aurora, Missouri
**GLOVE-MOCS**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Maine
**GLOVES FOR THE FEET**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**GLUV-FIT** — Blair & Ross, Inc., 23 Beekman Street, New York City, N. Y.
**GLUV-MOC**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Maine
**GODING BOOTS, INC.** — Goding Shoe Co., Inc., North Main Street, Paris, Ill.
**GOKEY BOTTE SAUVAGE**—Gokey Co., 94 E. 4th Street, St. Paul 1, Minn.
**GOLD COASTERS BY MARC**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**GOLD COIN** — Gerberich-Payne Shoe Co., Mount Joy, Pa.
**GOLD CUP**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**GOLDEN FALCON**—Georgia Shoe Mfg. Co., Inc., Flowery Branch, Georgia
**GOLD TROPHY** — International Shoe Co., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**GOLF E-Z** — Gotham Shoe Mfg. Co., Inc., 126 Park Avenue, Binghamton, N. Y.
**GOLLY WOGS**—International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**GOLOBOOTS** — Golo Footwear Corp., 350 5th Avenue, New York, N. Y.
**GOLOLITES**—Golo Footwear Corp., 350 5th Avenue, New York, N. Y.
**GOLO OF DUNMORE**—Golo Footwear Corp., 350 5th Avenue, New York, N. Y.
**GONDOLIERS** — Freeman Shoe Corp., Beloit, Wis.
**GOODYEAR BLACK DIAMOND**—Goodyear Footwear Corp., 44 Warren Street, Providence 7, R. I.
**GOODYEAR BLUE DIAMOND**—Goodyear Footwear Corp., 44 Warren Street, Providence 7, R. I.
**GOODYEAR DIAMOND BRANDS** — Goodyear Footwear Corp., 44 Warren Street, Providence 7, R. I.
**GOODYEAR FLEETFOOT** — Goodyear Footwear Corp., 44 Warren Street, Providence 7, R. I.
**GOODYEAR WEARMASTER** — Goodyear Footwear Corp., 44 Warren Street, Providence 7, R. I.
**GOOFERS**—Donn's, Inc., 222 N. Chadbourne Street, San Angelo, Texas—Manufacturer-Wholesaler
**GORILLA**—H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.
**GORILLA BRUTALLY STRONG**—H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.
**GOSLING'S**—G. F. Gosselin Son, 368 Bay Street, St. Paul 2, Minn.
**GOSSAMERS BY DOROTHY DODD**—International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**GOSSELINS**—G. F. Gosselin Son, 368 Bay Street, St. Paul 2, Minn.
**GOTHAM MITES**—Gotham Shoe Mfg. Co., Inc., 126 Park Avenue, Binghamton, N. Y.
**GRACE WALKER**—International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**GRADE SKIPPERS** — Seaboard National Shoe Co., 22 S. Hanover Street, Baltimore 1, Md. — Manufacturer-Wholesaler
**GRAINADIER**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**GRAND SLAM**—A. Jacobs and Sons Co., Inc., 162 Eastern Avenue, Lynn, Mass.
**GRANGER**—Anwelt Shoe Mfg. Co., 157 Cleghorn Street, Fitchburg, Mass.
**GRANITE ROCK** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**GRANVILLE** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**GRASSHOPPERS**—Torch Rubber Co., Inc., 1302 Inwood Street, New York 52, N. Y.
**GREAT NORTHERN** — International Shoe Co., Great Northern Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**GREAT SCOTT**—Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler
**GREEN RIBBON LINE** — Champion Shoe Mfg. Corp., 524 Broadway, New York 12, N. Y.
**GRID IRON**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**GRID KING**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**GRIFFIN SCUFFER**—S. Griffin Shoe Co., 1204 35th Avenue, Oakland 1, Calif.
**GRINNELL SPORT SHOES** — Grinnell Shoe Co., 4th Avenue and Pearl Street, Grinnell, Iowa
**GRO-ALONGS**—Tower Shoe Mfg. Corp., 241 Taaffe Place, Brooklyn, N. Y.
**GROCO**—C. A. Grosvenor Shoe Co., Inc., 70 Central Street, Worcester 8, Mass.
**GRO-RITE** — Gro-Rite Shoe Co., Mt. Gilead, N. C.
**GROSVENOR SLIPPERS**—C. A. Grosvenor Shoe Co., Inc., 70 Central Street, Worcester 8, Mass.
**GROUND GAINER** — Samuel Brilliant Co., 86 Lincoln Street, Boston, Mass.—Wholesaler
**GROUND GRIPPER** — Irving Drew Shoe Corp., Forest Rose & Mulberry Streets, Lancaster, Ohio
**GROUND GRIPPER**—Milford Shoe Co., 177 W. Central Street, Milford, Mass.
**GROVER SOFT SHOES FOR TENDER FEET**—J. J. Grover Shoe Co., Merrimac Square, Merrimac, Mass.
**GROVER'S SUPER TURN SHOES**—J. J. Grover Shoe Co., Merrimac Square, Merrimac, Mass.
**G. STANZIONE**—Mr. Gustave Stanzione, 50 W. 56th Street, N. Y., N. Y.
**GUARDSMAN**—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis 66, Mo.—Manufacturer-Wholesaler
**GUIDE RITE**—Camitta Shoe Co., 120 N. 4th Street, Phila. 6, Pa.—Wholesaler
**GUIDE - STEP** — Endicott Johnson Corp., Endicott, N. Y.
**GUILDHALL**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**GUILD HOUSE**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**GUILFAIR**—Guild Moccasin Corp., 219 S. Central Avenue, Los Angeles 12, Calif.
**GUILMOX**—Guild Moccasin Corp., 219 S. Central Avenue, Los Angeles 12, Calif.
**GULF PARK** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**GUSTINETTES**—Gustinettes Inc., 30-28 Starr Avenue, Long Island City, N. Y.
**GUY'S SMART SHOES** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**GYMNAST** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**GYPSY**—Whitestone Slipper Co., Inc., 3154 Long Island Avenue, Brooklyn 1, N. Y.

## H

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**HACK CLUBFOOT** — Hack Shoe Co., 28 W. Adams Avenue, Detroit, Mich.—Wholesaler
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**HAIG**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**HALF-BREED**—G. H. Bass & Co., Wilton, Maine
**HALF PINTS**—Hamilton Shoe Co., 2107 Lucas Ave., St. Louis 3, Mo.
**HALF-TIME**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**HALL-MARKED**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**HAMPSHIRE**—International Shoe Co., Hampshire Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**HANAN SHOES** — International Shoe Co., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**HANDCRAFT ORIGINALS**—Wolff Shoe Mfg. Co., 2511 Sullivan Avenue, St. Louis 7, Mo.
**HAND FLEX**—Trans World Shoe Corp., 47 W. 34th Street, New York, N. Y.—Importer
**HANDICRAFT**—Moose River Shoe Co., Inc., 417 N. Main Street, Old Town, Maine
**HANDI-SHU** — Vincent Horowitz Co., Inc., 2121 Beale Avenue, Altoona, Pa.
**HANNAHSONS** — Hartman Shoe Mfg. Co., 35 Duncan Street, Haverhill, Mass.
**HANOVER SHOE**—The Hanover Shoe, Inc., 220 Carlisle Street, Hanover, Pa.
**HAPPY CHILDREN**—M. Beckerman & Sons, Inc., 184-5th Avenue, New York 10, N. Y.
**HAPPY DAYS**—The Charles Meis Shoe Co., 137 W. 4th Street, Cincinnati 2, Ohio—Wholesaler-Importer
**HAPPY HIKER**—International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**HAPPY KIDS**—Gem Footwear, Inc., 14 Church Street, Gloversville, N. Y.
**HAPPY-MATES** — Krieger & Rosen Shoe Co., 346 Carroll Street, Brooklyn 31, N. Y.
**HAPPY STEPPERS**—The Juvenile Shoe Corporation of America, Aurora, Missouri
**HARDY**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**HARDY HEFTIES**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**HARLEQUIN**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**HARMONY TREAD NOTEWORTHY FOOTWEAR** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**HARRIS MOCCASINS** — Harris Moccasins, 59 King Street, Westfield, Mass.
**HAWAIIAN SPORTS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**HAYMAKERS**—Haymaker Shoe Corp., 47 W. 34th Street, New York, N. Y.
**HEALDARCH**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**HEALTH**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**HEALTH HIKERS**—Ramsey Shoe Corp., 347 Rider Avenue, New York, N. Y.
**HEAVENLY By DESCO**—Desco Shoe Corp., 209 W. 33rd Street, New York 1, N. Y.
**HEAVEN ON EARTH** — Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
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**HELICOPTER** — Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**HELTER SKELTER** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**HEYDAYS**—Heydays Shoes Inc., 2032 Locust Street, St. Louis 3, Mo.
**HERBERT LEVINE**—Herbert Levine, Inc., 161 6th Avenue, New York, N. Y.
**HIALEAH**—Pied Piper Shoe Co., First Avenue at Cedar, Wausau, Wis.
**HI AUTOMATIC** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**HIAWATHA'S**—Hiawatha Valley Shoe Co., Red Wing, Minn.—Wholesaler
**HI-FI'S**—Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
**HIGHLANDERS** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**HIGHLIGHTS BY LACONIANS** — Laconian Shoes Corp., 59 Water Street, Lanconia, N. H.
**HIGHLITERS**—Paris Shoe Co., Inc., 95 Bridge Street, Lowell, Mass.
**HIGH-TIMERS**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**HIKER**—Winchell Shoe Mfg. Co., 25 Washington Avenue, Natick, Mass.
**HI-LINE**—Buffalo Shoe Mfg. Co., 1124 Eastlake Avenue, Seattle 9, Wash.
**HI-LITE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**HILL AND DALE**—Dixon-Bartlett Co., 2413 Eastern Avenue, Baltimore 24, Md.
**HILLTOPPERS** — Tober Saifer Shoe Mfg. Co., 1204 Washington Avenue, St. Louis 3, Mo. — Manufacturer-Wholesaler
**HI-LO** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**HIPRESS**—B. F. Goodrich Footwear and Flooring Co., Watertown 72, Mass.
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**HI TOP**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
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**HI-TOP WORK RUBBERS** — Tingley Rubber Corp., 903 Ross Street, Rahway, N. J.
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**HIVAMP**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
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**HOLLYWOOD RUN-ABOUTS** — Aronov of California, 2222 N. Figueroa Street, Los Angeles, Calif.
**HOLLYWOOD SCANDALS** — Vogue Shoe, Inc., 3660 S. Hill Street, Los Angeles 7, Calif.
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**HOLLYWOOD STAR** — Nu-Way Shoe Co., Inc., 142 Duane Street, New York 13, N. Y.—Wholesaler
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**HOLLYWOOD WALKERS** — Sun Cal Footwear Inc., 131 S. Los Angeles Street, Los Angeles 12, Calif.
**HOME AND ABROAD**—H & A Shoe Corp., Empire State Bldg., 350 Fifth Avenue, New York 1, N. Y.—Wholesaler
**HOMETRED**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**HONEST INJUN** — International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
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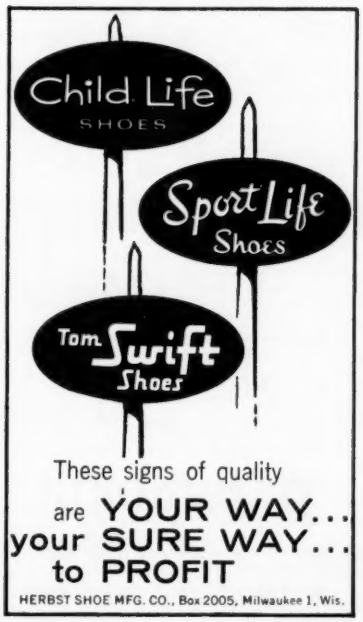
**HONEYCOMB**—Bolita Ballets, Inc., 44 Farnsworth Street, Boston 10, Mass.
**HONOR BRIGHT** — International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**HOP-SCOTCH**—Weber Shoe Co., Inc., Box 278, Tipton, Mo.
**HORCO**—Vincent Horowitz Co., Inc., 2121 Beale Avenue, Altoona, Pa.
**HORSEHIDE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**HORSEHIDE SPECIAL** — Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y. Wholesaler
**HOT FOOT**—Reece Wooden Sole Shoe Co., 13th Street and 41st Avenue, Columbus, Neb.
**HOT ROD**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**HOT RODS**—Genesco, 111 7th Avenue, Nashville, Tenn.
**HOWARD & FOSTER**—Howard & Foster Co., Inc., 160 Pleasant Street, Brockton, Mass.
**HUG-ME-TITE**—Weiss-Lawrence, Inc., Dover, N. H.
**HUG-MOCS**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Maine
**HUG-SNUG** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**HUG-TITE**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**HUMAN FORM**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**HUMDINGER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**HUNKIDORI - CHIPPEWA** — F. & F. Shoe Co., 20-22 E. Spring Street, Chippewa Falls, Wis.
**HURD SHOE, THE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**HURD SHOES ARE GOOD SHOES**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**HURD STEP**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**HURDLER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**HUSH PUPPIES** — Wolverine Shoe & Tanning Corp., Rockford, Mich.
**HUSKIE**—Hussco Shoe Co., Honesdale, Pa.
**HUSKIE PUPS** — Hussco Shoe Co., Honesdale, Pa.
**HUSKIES** — Hussco Shoe Co., Honesdale, Pa.
**HUSKY**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**HUSSCO BRAND** — Hussco Shoe Co., Honesdale, Pa.



**HY-CLIMBER**—International Shoe Co., Hy-Test Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**HYDE PARK**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**HYER BOOTS**—C. H. Hyer & Sons Inc., 111-119 N. Chestnut Street, Olathe, Kansas
**HYGEEN-INSOLE** — B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**HYGIES**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**HY-SEAL**—International Shoe Co., Hy-Test Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**HYSTEP**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**HY-TEST SAFETY SHOES** — International Shoe Co., Hy-Test Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler

### I

**ICE WING**—Boston Athletic Shoe Co., 72 Second Street, Cambridge, Mass.
**IDEAL CHICKIE BOOT**—Mrs. Day's Ideal Baby Shoe Co., Inc., 20 Locust Street, Danvers, Mass.
**IDLE HOUR**—Powell & Campbell, Inc., 122 Duane Street, New York, N. Y.—Wholesaler
**IDLERS**—Alto Shoe Corp., 4 W. 16th Street, New York 11, N. Y.
**IDLERS**—Holland-Racine Shoes, Inc., 386 W. 15th Street, Holland, Mich.
**IKE WALTON**—Hood Footwear Products, Watertown 72, Mass.
**IKE WALTON**—W. C. Russell Moccasin Co., 185 S. W. Franklin Street, Berlin, Wis.
**IMAGE SHOES**—Image Shoes, Inc., 130 S. 17th Street, Phila., Pa.
**IMAGINATION'S** — Consolidated National Shoe Corp., 179 Lincoln Street, Boston, Mass.
**I. MILLER**—Genesco, 111 Seventh Avenue, North, Nashville, Tenn.
**I. MILLER BEAUTIFUL SHOES**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**I. MILLER TAILOR-TAN**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**IMPERIAL** — International Shoe Co., Great Northern Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**IMPERIAL, THE**—W. C. Russell Moccasin Co., 185 S. W. Franklin Street, Berlin, Wis.
**IMPRESARIO'S**—Consolidated National Shoe Corp., 179 Lincoln Street, Boston, Mass.
**IMPRESSARIO'S** — Webster Shoe Co., Div. Consolidated Nat'l Shoe Co., 13 Negus Street, Webster, Mass.
**IMPRINTS**—Rich Therapedic Shoe Laboratories, Inc., 175 Madison Avenue, New York, N. Y.
**INDIAN HEAD**—Indian Head Shoe Co., Inc., Commercial Street, Manchester, N. H.
**INDIAN HEAD BRAND**—LaCrosse Rubber Mills Co., LaCrosse, Wis.
**INDORABLES**—Tober Saifer Shoe Mfg. Co., 1204 Washington Avenue, St. Louis 3, Mo.—Manufacturer-Wholesaler
**INFOAMALS** — Arnold Shoe Products Co., Inc., 160 Washington Street, North, Boston 14, Mass.
**INFORMALS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**INGENUE**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**INJUN ARCH TREDS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**INJUN-MAID MOC'S**—Loaf-Moc Moccasin Co., Inc., Washington Street, Churubusco, N. Y.
**INJUNS**—Hiawatha Valley Shoe Co., Red Wing, Minn.—Wholesaler
**INJUNSHU**—Gold-Craft Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**INNER CIRCLE**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**IN 'N OUTER**—International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**INSBRUCK**—Danvers Shoe Co., Inc., West Hancock Street, Manchester, N. H.
**IN-SOLE-ATOR** — Plymouth Shoe Co., Inc., 191 Center St., Middleboro, Mass.
**INSPIRATIONS**—D. Myers & Sons, Inc., Sherwood & Curtain Avenues, Baltimore 18, Md.—Wholesaler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**INTERCOLLEGIATE**—Cambridge Rubber Co., 748 Main St., Cambridge 39, Mass.
**IRISH FLEXIBLE WALKERS**—Shoes of Ireland, Ltd., 47 W. 34th Street, New York, N. Y.—Importer
**IRISH SETTER**—Red Wing Shoe Co., 113-129 Main St., Red Wing, Minn.
**IRISH WALKERS**—Shoes of Ireland, Ltd., 47 W. 34th Street, New York 1, N. Y.—Importer
**IROQUOIS**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**ITALIA—A NEW LOOK**—H. S. K. Footwear Corp., 146 Duane Street, New York 13, N. Y.—Wholesaler
**ITALIANO**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**ITALIANOS**—Sbicca of California, 2620 N. Rosemead Blvd., El Monte, Calif.
**ITALICS**—Valley Shoe Corp., 2868 S. 13th Street, St. Louis, Mo.
**IVY TIES**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.

### J

**JACK AND JILL**—Adams Brothers Inc., Catamount Street, Pittsfield, N. H.
**JACK DANIELS**—Modern Shoe Co., 12th & Washington Avenue, St. Louis 3, Mo.—Wholesaler
**JACKET-TOTES**—So-Lo Marx Rubber Co., Loveland, Ohio
**JACK LEWIS**—California Footwear Co., 222 Main Street, Venice, Calif.
**JACK PURCELL**—B. F. Goodrich Footwear and Flooring Co., Watertown 72, Mass.
**JACK WHITE**—Hurd Shoe Co., Inc., 101 First Avenue, Utica, N. Y.—Wholesaler


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**JACQUELINE** — Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**JACQUELINE, JR.**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**JACQUES LEVINE**—Middletown Footwear, Inc., 39 Railroad Avenue, Middletown, N. Y.
**JAMAICA**—Cambridge Rubber Co., 748 Main St., Cambridge 39, Mass.
**JAMBOREES** — The Muskin Shoe Co., 1444 Belvedere Street, Baltimore 2, Md.
**JAMBOREES** — Riverside Shoe Corp., North Street, Millersburg, Pa.
**JAR-LESS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**JARMAN**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**JARMAN-AIRE DELUXE**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**JARMAN FRIENDLY**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**JAY BEE**—Genesco 111 7th Avenue, N., Nashville, Tenn.
**JAY - WALKERS** — Jay-Thomas Footwear, Inc., 322 S. 3rd Street, Milwaukee 4, Wis.
**JEFFERSON** — Craddock - Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**JELLY BEAN**—Weiss-Lawrence, Inc., Dover, N. H.
**JERRO**—Jerro Brothers Inc., 40 West 27th Street, New York, N. Y.
**JESTER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**JET ACE**—S. Goldberg & Co., Inc., 20 E. Broadway, Hackensack, N. J.
**JET BOOTS**—Genesco 111 7th Avenue, N., Nashville, Tenn.
**JET-MOC SPACEMEN** — Well-Built Shoe Co., 60 N. Bow Street, Milford, Mass.
**JET PATROL**—S. Goldberg & Co., Inc., 20 E. Broadway, Hackensack, N. J.
**JETT-AIRES**—Enna Jettick Shoes, Inc., Auburn, N. Y.
**JEWELS** — Rogers Bros. Shoes Inc., Rogers of Boston, 137 Kneeland Street, Boston 11, Mass.—Wholesaler
**JILL**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**JINGLE BUNNY SLIPPERS** — Royce Baby Shoe Co., 791 Tremont Street, Boston, Mass.
**JINGLING JESTER**—S. Goldberg & Co., Inc., 20 E. Broadway, Hackensack, N. J.
**JOANETTE** — Joanette Footwear Co., Inc., 62 18th Street, Brooklyn, N. Y.
**JO-AN LEISURES**—Jo-An Shoe Mfg. Co., Inc., 629 E. 19th Street, Paterson, N. J.
**JOBEASE**—Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**JOB-PLANNED BY ROBERTS-HART**—Roberts-Hart, Inc., 92 Water Street, Keene, N. H.
**JOCELLI**—Lemar Shoes Inc., 143 Essex Street, Haverhill, Mass.
**JOCKEY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**JOCKEY BOOTS** — House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**JODY JOE**—Howard & Foster Co., Inc., 160 Pleasant Street, Brockton, Mass.
**JOGGERS**—Bergmann & Weiss, Inc., 110 Greene Street, New York 12, N. Y.
**JOHANSEN**—Johansen Bros. Shoe Co., Inc., 3642 Laclede Avenue, St. Louis 8, Mo.
**JOHN ADAMS**—Samuel Brilliant Co., 86 Lincoln Street, Boston, Mass.—Wholesaler
**JOHN ADDISON FOOTWEAR** — John Addison Footwear, Inc., 49 Cotting Avenue, Marlboro, Mass.
**JOHN C. ROBERTS**—International Shoe Co., Friedman - Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo. —Manufacturer-Wholesaler

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**JOHN FOOTE SHOE**—Alberts Shoe Co., Cambridge Street, Middleboro, Mass.
**JOHN HARDY**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**JOHN MILLION**—Genesco 111 7th Avenue, N., Nashville, Tenn.
**JOHNNIE ADDISON GOLF SHOES**—John Addison Footwear, Inc., 49 Cotting Avenue, Marlboro, Mass.
**JOHNNIE WALKER**—Modern Shoe Co., 12th & Washington Avenue, St. Louis 3, Mo.—Wholesaler
**JOHNNIE WALKER**—George H. Rosen Shoe Mfg. Co., 12 Farnsworth Street, Boston 10, Mass.
**JOHNNY BULL**—Howard & Foster Co., Inc., 160 Pleasant Street, Brockton, Mass.
**JOHNSONETTE** — Endicott Johnson Corp., Endicott, N. Y.
**JOHNSONIAN GUIDE STEP**—Endicott Johnson Corp., Endicott, N. Y.
**JOHNSONIAN JR. GUIDE STEP**—Endicott Johnson Corp., Endicott, N. Y.
**JOHNSTON & MURPHY**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**JOHNSTON and MURPHY** — Johnston and Murphy Shoe Co., 511 Main Street, Nashville 3, Tenn.
**JOLENE**—Tober Saifer Shoe Mfg. Co., 1204 Washington Avenue, St. Louis 3, Mo.—Manufacturer-Wholesaler
**JOLLY STRIDE**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**JOPPERS**—Freeman Shoe Corp., Beloit, Wis.
**JOSEF DU VAL**—Kalmon Shoe Mfg. Co., 4164 Chippewa Street, St. Louis, Mo.
**JOYCE**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**JOYCE**—United States Shoe Corp., 1658 Herald Avenue, Cincinnati 7, Ohio
**JOY RIDERS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**JOY WALKERS**—Enterprise Shoe Co., 2739-43 N. 10th Street, Milwaukee 6, Wis.
**JUDY 'N' JERRY**—Sherman Bros. Shoe Mfg. Corp., 230 Jackson Street, Lowell, Mass.
**JULIANELLI**—Zuckerman & Fox Inc., 65 Bleeker Street, New York, N. Y.
**JULIANO** — Newbury Shoe Corp., 1 Charles Street, Newburyport, Mass.
**JUMBO**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**JUMBO WORKERS**—H. E. Davis Shoe Co., Freeport, Maine
**JUMPERS**—B & B Shoe Co., 226 W. Schiller Street, Chicago, Ill.
**JUMPING-JACKS**—Vaisey-Bristol Shoe Co., Inc., 100 Fifth Street, Monett, Mo.
**JUNE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**JUNIOR AMERICAN** — A. J. Beford Shoe, Inc., Kline Street, Lititz, Pa.
**JUNIOR ARCH PRESERVER SHOES** —Medic Shoe Mfrs., Inc., 1212 Wood Street, Phila. 7, Pa.
**JUNIOR COMPANION**—Hurd Shoe Co., 101 First Street, Utica, N. Y.—Wholesaler
**JUNIOR GRADS** — American Juniors Shoe Co., Inc., One Island Street, Lawrence, Mass.
**JUNIOR GRADS** — Consolidated National Shoe Corp., 179 Lincoln Street, Boston, Mass.
**JUNIOR LEADER**—The Comfort Sandal Mfg. Co., Inc., 4020 22nd Street, Long Island City, New York
**JUNIOR SANDLER**—A. Sandler Co., B Street and 3rd Avenue, Needham Heights 94, Mass.
**JUNIOR SQUIRE**—The Maytown Shoe Mfg. Co., Inc., Queen and Elizabeth Streets, Maytown, Pa.
**JUS-TEEN**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**JUSTIN**—Atkinson Boot Shop, Box 173, Trenton, Mo.
**JUST LIKE DAD'S** — Belleville Shoe Mfg. Co., Main & Walnut Streets, Belleville, Ill.
**JUST WRIGHT SHOE, THE** — E. T. Wright & Co., Inc., Liberty Street, Rockland, Mass.
**JUV-O-PEDICS** — Seaboard National Shoe Co., 22 S. Hanover Street, Baltimore 1, Md. — Manufacturer-Wholesaler

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**J. W. ROGERS WORKMASTERS** — Rogers Bros. Shoes Inc., Rogers of Boston, 137 Kneeland Street, Boston 11, Mass.—Wholesaler

## K

**KACTUS PETE** — A. J. Beford Shoe, Inc., Kline Street, Lititz, Pa.
**KALI-PED-IKS**—Gilbert Shoe Co., 228 Elm Street, Thiensville, Wis.
**KALI-STEN-IKS** — The Gilbert Shoe Co., 228 Elm Street, Thiensville, Wis.
**KALI-STEN-IKS MADAM-ETTES** — The Gilbert Shoe Co., 228 Elm Street, Thiensville, Wis.
**KALI-STEN-IKS PRE-PAIRS** — The Gilbert Shoe Co., 228 Elm Street, Thiensville, Wis.
**KAMPER**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**KAMP TRAMP**—Adams Brothers Inc., Catamount Street, Pittsfield, N. H.
**KAMPUS KICKS** — La Grange Shoe Corp., 216-220 Plum Street, Red Wing, Minn.
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**KAMPUS-KIX**—A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**KAMPUS MOCCASINS**—Bottom Dollar Industries, Inc., 715 Izard Street, Little Rock, Ark.
**KAMPUS QUEEN** — Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**KAPERS**—The Joceau Footwear Corp., 2516 Atlantic Avenue, Brooklyn, N. Y.
**KARACUL** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KATTLE KING**—Hood Footwear Products, Watertown 72, Mass.
**KAY KING**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**KAYSEAS**—Kaysam Corp. of America, 27 Kentucky Avenue, Paterson 3, N. J.
**KEITH HIGHLANDERS**—Geo. E. Keith Company, 100 Perkins Avenue, Brockton 63, Mass.—Wholesaler
**KENDON**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**KENDUSKEAG**—Moccasin Co., Inc., 62 Oak Street, Bangor, Maine
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**KEWPIE TWINS**—The Juvenile Shoe Corp. of America, Aurora, Missouri
**KICKAPOOS**—A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**KICKERINOS**—Hampton Corp. (Kickerinos Div.), 1308 West Fond du Lac Avenue, Milwaukee 5, Wis.
**KICKOFF**—B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**KICKS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KIDDIE KICKERS** — Jay-Allen-Ward Co., Inc., 5579 Pershing Avenue, St. Louis, Mo.
**KIDDIE SCOTT** — The Kepner Scott Shoe Co., Orwigsburg, Pa.
**KIDDIE WALKS** — The Kiddie Walk Shoe Co., River Street, Maytown, Pa.
**KIDDIE KUBS**—Kiddie Kub Shoe Co., Westminster, Md.
**KIDDIES BY HURD**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**KIDDI-KUSHION** — Ephrata Shoe Co., Ephrata, Pa.
**KIDDY** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KIDDY KUB** — Pleasant Valley Shoe Co., Westminster, Md.
**KIDLINE BRAND** — Western Slipper Mfg. Co., 1320 S. Blue Island Avenue, Chicago, Ill.
**KI-KI**—Georgia Shoe Mfg. Co., Inc., Flowery Branch, Georgia
**KIMEL OF CALIFORNIA**—Kimel Shoe Co., 799 Towne Avenue, Los Angeles, Calif.
**KINDERGARTEN**—A. Werman & Sons, Inc., 282 Belmont Avenue, Brooklyn 7, N. Y.
**KINDER-MOCS**—Kinder Kraft Shoes Inc., 60 North Avenue, Natick, Mass.
**KINETIC**—Old Colony Shoe Co., 84 E. Railroad Avenue, Brockton, Mass.
**KING CALF**—Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**KING KONG**—H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.
**KING PIN**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**KINGSTON**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**KING STRIDE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KINGSWAY**—International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**KIOWAS** — International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**KIT-A-PEDS**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**KITZBUHEL**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**KI-YAKS**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**KLEETS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KLICKETTES** — Tobin Hamilton Co., Inc., 1221 Locust Street, St. Louis 3, Mo.
**KLINGS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KLIPS BY CAMBRIDGE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
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**KNAPP AEROTRED** — Knapp Bros. Shoe Mfg. Corp., 173 Spark Street, Brockton 61, Mass.
**KNAPP AEROTRED CUSHIONED** — Knapp Bros. Shoe Mfg. Corp., 173 Spark Street, Brockton, Mass.
**KNAPP SAF-TEST**—Knapp Bros. Shoe Mfg. Corp., 173 Spark Street, Brockton, Mass.
**KNOCK-A-BOOTS** — Bates Shoe Co., Park Street, Webster, Mass.
**KNOCKOUT** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KOOL KORK**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KOOL SLAX**—House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**KOOLWAY** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**KOMF-EES** — Gold-Craft Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**KORECTOE**—La Grange Shoe Corp., 216-220 Plum Street, Red Wing, Minn.
**KORK-EASE** — Kork-Ease, Inc., 81 Court St., Brooklyn, N. Y.
**KORK-KREPE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KORK-SKIN**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KORKTEX** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KOROSEAL**—B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**KORT QUEEN** — Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**KOZY KLOG**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**KOVERTEX** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**KORVETTES**—Hampton Corp. (Kickerinos Div.), 1308 West Fond du Lac Avenue, Milwaukee 5, Wis.
**KOZY-KOMFORT** — Huth-James Shoe, Inc., 1039 S. Second Street, Milwaukee 4, Wis.
**KREIDER SHOE, THE**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**KREIDER'S SWEETHEARTS** — A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**KRIB-KICKS** — Kinder Kraft Shoes Inc., 60 North Avenue, Natick, Mass.
**KRIB-KRAFT** — Kinder Kraft Shoes Inc., 60 North Avenue, Natick, Mass.
**KRISTINE-BALLET-QUEEN** — Kristine Shoe Co., Inc., 29 Elm Street, Salisbury, Mass.
**KROOP'S**—A. M. Kroop & Sons, 26 "C" Street, P. O. Box 106, Laurel, Md.
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## L

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**LACONIANS**—Laconian Shoes Corp., 59 Water Street, Laconia, N. H.
**LACONIANS**—Paris Shoe Co., Inc., 95 Bridge Street, Lowell, Mass.
**LACONIANS FOR DEBS** — Laconian Shoes Corp., 59 Water Street, Laconia, N. H.
**LACRO-LITE**—LaCrosse Rubber Mills Co., LaCrosse, Wis.
**LAD AND LASSIE** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**LADIES IN WHITE**—Hamilton Shoe Co,. 2107 Lucas Avenue, St. Louis 3, Mo.
**LADY BEAUTIFUL**—Carl Spector Co., 179 Lincoln Street, Boston, Mass.—Wholesaler
**LADY BESS**—International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**LADY CARLISLE**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**LADY CONSTANCE**—J. J. Grover Shoe Co., Merrimac Square, Merrimac, Mass.
**LADY ILES OF MAYFAIR** — Lassie Slippers, Inc., 47 W. 34th Street, N. Y. 1, N. Y.—Wholesaler-Importer
**LADY LIKE**—Elliott & Evans, Inc., 3991 S. W. 12th Terrace, Ft. Lauderdale, Fla.
**LADY NETTLETON**—A. E. Nettleton Co., State & Willow Streets, Syracuse 2, N. Y.
**LADY SLIPPS** — David-Russell Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**LAGO** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LAIRD-SCHOBER**—Carlisle Shoe Co., Bedford Street, Carlisle, Pa.
**LAIRD SCHOBER**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**LAKE CHURCH CASUALS** — Lake Church Leather Products, Inc., Belgium, Wis.
**LAKELINE**—Leverenz Shoe Co., 828 Alabama Avenue, Sheboygan, Wis.
**LAKE PLACID BOOT** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LAMA MOCS**—Tony Lama Co., Inc., 209-219 S. Oregon, El Paso, Texas—Manufacturer-Wholesaler
**LA MARQUISE**—Ludington Footwear, Inc., 5 Franklin Street, Lawrence, Mass.
**LAMBA-KINS** — Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**LAMONT**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**LAMPLIGHTERS**—Sbicca of California, 2620 N. Rosemead Boulevard, El Monte, Calif.
**LA PREMIERE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LARK** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LARKS**—Wohl Shoe Co., St. Louis, Mo. —Wholesaler
**LA SCALA**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**LASTIC** — Hood Footwear Products, Watertown 72, Mass.
**LAS-TIE**—Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.
**LA STRADA**—Belgrade Shoe Co., Old Hotel Road, Auburn, Me.
**LA VERDI** — Middletown Footwear, Inc., 39 Railroad Avenue, Middletown, N. Y.
**LAWSON RICHARD**—Hill Bros. Co., 120 Central Street, Hudson, Mass.
**LAZAR OF SANTA FE**—Lazar of Santa Fe, 228 Don Gaspar, Santa Fe, N. M.
**LAZY BONES** — The Juvenile Shoe Corp. of America, Aurora, Missouri
**LAZY JOE** — International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**LAZY LACER**—A. E. Nettleton Co., State & Willow Streets, Syracuse 2, N. Y.
**LAZY LAD**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**LAZY LAD**—Ross Shoes, Inc., 2 Washington Street, North Reading, Mass.
**LEADA**—Leada Baby Shoe, Inc., Putnam Street, Danvers, Mass.
**LEADER**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**LEATHERNECK BOOTS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**LECTRO** — Hood Footwear Products, Watertown 72, Mass.
**LEDDYS**—M. L. Leddy & Sons, 14 So. Chadbourne, San Angelo, Texas
**LEGIONNAIRE**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**LEILANI**—Dave Aronoff Shoes, 1027 Alvira Street, Los Angeles 35, Calif.
**LEISUALS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**LEISURE** — Hood Footwear Products, Watertown 72, Mass.
**LEISURE LOUNGERS** — Middletown Footwear, Inc., 39 Railroad Avenue, Middletown, N. Y.
**LEISURETTES**—Mart-Ray Slipper Co., 9413 Church Avenue, Brooklyn, N. Y.
**LEISUR-TYME**—L. B. Evans' Son Co., Water Street, Wakefield, Mass.
**LE'LAINE**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**LEO**—Advance Theatrical Shoe Co., 32 W. Randolph Street, Chicago, Ill.—Wholesaler
**LEONARDI**—Powell & Campbell, Inc., 122 Duane Street, N. Y., N. Y.—Wholesaler
**LEONARD TAICHER** — Pan American Modes, Inc., 5300 N. W. 37th Avenue, Miami 42, Fla.
**LEPRECONS**—Omega Shoe Co., 8129 Delmar Boulevard, St. Louis 30, Mo.
**LEPRECONS**—Pacific Shoe Co., 8129 Delmar Boulevard, St. Louis, Mo.
**LE PREMENADE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LETTERMAN**—Huth-James Shoe, Inc., 1039 S. Second Street, Milwaukee 4, Wis.
**LEZUR-EZE BY MONDL**—The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh 1, Wis.
**LIBERATOR**—A. J. Beford Shoe, Inc., Kline Street, Lititz, Pa.
**LIBERTY-ARCH** — Craddock - Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**LIBRETTO'S** — Consolidated National Shoe Corp., 179 Lincoln Street, Boston, Mass.
**LIFE GUARD SHOES**—Viko Shoe Co., 35 Lagrange Street, Worcester, Mass.
**LIFE LINE** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**LIFE STRIDE**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**LIGHT STEP**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**LIGHT TREAD** — International Shoe Co., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**LI'L TOTS**—Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.
**LION**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**LION DESIGN**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**LIRA**—International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**LISSACK SHOEMAKERS**—Lissack & Co., 100 Sawyer Street, New Bedford, Mass.
**LITE FOOT**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**LITEFOOT BY COAST**—Coast Ballet Mfg. Co., 5104 Santa Monica Boulevard, Hollywood 29, Calif.
**LITE-N'-EZY**—Hiawatha Valley Shoe Co., Red Wing, Minn.—Wholesaler
**LITE PEDS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LITE STRIDE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LITENTUF**—B. F. Goodrich Footwear and Flooring Co., Watertown 72, Mass.
**LITTLE BUCKEROO**—Bay Bee Shoe Co., Inc., Hillcrest Street, Dresden, Tenn.
**LITTLE BUILDERS**—The P. H. Volk Co., 2 W. Lombard Street, Baltimore 1, Md.—Wholesaler
**LITTLE BUTTERCUP**—John J. Yachett Shoe Co., 400 South Avenue, Rochester 20, N. Y.
**LITTLE CADET**—Accurate Shoe Corp., 89 Bogart Street, Brooklyn 6, N. Y.
**LITTLE CAPERS**—Forsythe Shoe Co., Main Street, Sagamore, Mass.
**LITTLE CHAMPS**—Kiddie Kub Shoe Co., Westminster, Md.
**LITTLE CHIEF** — Little Chief Footwear, Inc., 1045 Sutter Avenue, Brooklyn 8, N. Y.
**LITTLE DANDYS** — The Chesapeake Shoe Mfg. Co., 603 Dundalk Avenue, Baltimore 24, Md.
**LITTLE DEBBIES**—Dahl Shoe Corp., 94 Foster Street, Peabody, Mass.
**LITTLE DOROTHY** — International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo. —Manufacturer-Wholesaler
**LITTLE FALLS** — Little Falls Felt Shoe Co., Little Falls, N. Y.
**LITTLE IMP**—Littonian Shoe Co., 551 Glenwyn Drive, Littlestown, Pa.
**LITTLE INJUNS**—Burlington County Shoe Corp., manufacturer; Happy Tot Shoe Corp., wholesaler, both at 192 Water Street, Mt. Holly, N. J.
**LITTLE MISS OOMPHIES**—La Marquise Footwear, Inc., 350 5th Avenue, N. Y., N. Y.
**LITTLE MONARCH**—Monarch-Youngsters Shoes, Inc., 18 S. Throop Street, Chicago 7, Ill.
**LITTLE PAL** — The Comfort Sandal Mfg. Co., Inc., 4020 22nd Street, Long Island City, New York
**LITTLE PIERRE**—Chambord Shoe Co., Inc., 350 Fifth Avenue, New York 1, N. Y.—Wholesaler-Importer
**LITTLE PRINCESS** — M. J. Nazzaro, Inc., 912 E. 7th Street, Los Angeles, Calif.
**LITTLE QUEEN** — International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**LITTLE SKIPPERS**—Barry Mfg. Co., Inc., 8 Summer Street, Lynn, Mass.
**LITTLE STEPPERS** — Norwich Shoe Company, Norwich, N. Y.
**LITTLE STROLLERS** — Dahl Shoe Corp., 94 Foster Street, Peabody, Mass.
**LITTLETON MAID**—Huntington Shoe Co., Inc., Littleton, N. H.
**LITTLE TYKES**—Blair & Ross, Inc., 23 Beekman Street, N. Y. C., N. Y.
**LITTLE VOTER**—B & B Shoe Co., 226 W. Schiller Street, Chicago, Ill.
**LITTLE YANKEE** — Sam Smith Shoe Corp. (The Yankee Shoemakers), Main Street, Newmarket, N. H.
**LIVE WIRE**—K-P Shoe Co., Inc., 233 W. Cook Street, Portage, Wis.
**LIZAGATOR**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**LLAMA FOOTWEAR OF CALIFORNIA** —Llama Slippers of California, 3175 17th Street, San Francisco 10, Calif.
**LOAFER**—A. E. Nettleton Co., State & Willow Streets, Syracuse 2, N. Y.
**LOAF-MOC'S**—Loaf-Moc Moccasin Co., Inc., Washington Street, Churubusco, N. Y.
**LOLA-MILANO**—Herman L. Atlas, 47 West 34th Street, New York, N. Y.—Importer
**LO AUTOMATIC** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LOCKED ARCH**—The Walker T. Dickerson Co., 326 S. Front Street, Columbus 15, Ohio
**LOGROLLERS** — A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**LO-LINE**—Plymouth Shoe Co., 191 Center Street, Middleboro, Mass.
**LOLLERS**—Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
**LOLLI-POP** — Weiss-Lawrence, Inc., Dover, N. H.
**LOMAS BY TRED LITE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LONDONAIRES** — A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**LONDON CHARACTER** — Commonwealth Shoe & Leather Co., Whitman, Mass., Gardiner, Me.
**LONDON SQUARES** — Endicott Johnson Corp., Endicott, N. Y.
**LONDON WELT**—Pleasant Valley Shoe Co., Westminster, Md.
**LONDON WELTS**—Kiddie Kub Shoe Co., Westminster, Md.
**LONE TRAIL**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**LO SLIDE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LO TIES BY CHARLES LAWRENCE**—H. S. K. Footwear Corp., 146 Duane Street, N. Y. 13, N. Y.—Wholesaler
**LOTOP**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.

**LOUNGE-ABOUTS** — House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**LOUNGEABOUT**—Samuel Brilliant Co., 86 Lincoln Street, Boston, Mass. — Wholesaler
**LOUNGER BY SWAN**—Swan Shoe Co., Inc., 3001 E. Madison Street, Baltimore 5, Md.
**LOUNGERETTE BY SWAN** — Swan Shoe Co., Inc., 3001 E. Madison Street, Baltimore 5, Md.
**LOVAMP**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LOWLANDERS**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**LOW NOTES**—A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**LOW STEPPERS** — Stephen Putney Shoe Co., 3904 Jefferson Davis Highway, Richmond 24, Va.—Wholesaler
**LOW TRIM**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**LUCCHI DELANO** — Mosinger-Cohn, 1235 Washington Avenue, St. Louis 3, Mo.—Wholesaler
**LUCERNE**—Viner Bros. Inc., 304 Hancock Street, Bangor, Me.
**LUCKIES**—Ed White Junior Shoe Co., Paragould, Ark.
**LUCKY BOY**—Powell & Campbell, Inc., 122 Duane Street, N. Y., N. Y. — Wholesaler
**LUCKY DOTS**—Alco Ranch Washable Footwear Co., 324 S. Chadbourne Street, San Angelo, Texas
**LUCKY GIRL**—Carl Spector Co., 179 Lincoln Street, Boston, Mass. — Wholesaler
**LUCKY MOCS**—Alco Ranch Washable Footwear Co., 324 South Chadbourne Street, San Angelo, Texas
**LUCKY PENNY**—Skow Moccasins, Inc., Poplar Street, Box 70, Skowhegan, Me.
**LUCKY STAR**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**LUCKY STRIDE**—Lucky Stride Shoes, Inc., 322 Union Street, Maysville, Kentucky
**LUMFLEX**—Holmes Stickney Inc., 15 Lowell Street, Portland, Me.
**LUTHER**—The Kepner Scott Shoe Co., Orwigsburg, Pa.
**LUXOR**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**LUXURIOUS**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**LUXURY LINERS**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**LYCO**—Lyons & Co., 120 Duane Street, New York 7, N. Y.—Wholesaler

## M

**M.J.W.**—Morris J. Weisburd Inc., 414 Williams Avenue, Brooklyn 7, N. Y.
**MACKEY-STARR**—DeMarco Shoe Co., Inc., 63 Tiffany Place, Brooklyn 31, N. Y.
**MAC-MOC** — McQuinn Moccasin Co., Franklin County, Moira, N. Y.
**MADE BY HOLLYWOOD**—Hollywood Products, Inc., 288 N. High Street, Columbus 15, Ohio — Manufacturer-Wholesaler
**MADEMOISELLE** — Carlisle Shoe Co., Bedford Street, Carlisle, Pa.
**MADEMOISELLE** — Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**MAGICARPET**—Anwelt Shoe Mfg. Co., 157 Cleghorn Street, Fitchburg, Mass.
**MAGIC-SHANKS** — Theodore Wolsam, Ltd., 524 Broadway, New York, N. Y.
**MAGICUSHION**—Anwelt Shoe Mfg. Co., 157 Cleghorn Street, Fitchburg, Mass.
**MAGIC STRIDE**—Paris Shoe Co., Inc., 95 Bridge Street, Lowell, Mass.

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**MAGIC STRIDE by LACONIANS**—Laconian Shoes Corp., 59 Water Street, Laconia, N. H.
**MAGNO ARCH**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**MAINE AIRES** — Northeast Shoe Co., 179 Lincoln Street, Boston, Mass.
**MAINSTREETERS**—Old Town Shoe Co., 179 Lincoln Street, Boston, Mass.
**MAJESTIC SHOES**—H. E. Davis Shoe Co., Freeport, Me.
**MAJORETTES**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**MANCHAUG**—Ambassador Shoe Corp., Mill Street, Webster, Mass.
**MANDARIN**—Bottom Dollar Industries, Inc., 715 Izard Street, Little Rock, Ark.
**MANHATTAN**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**MANHATTAN** — Carl Spector Co., 179 Lincoln Street, Boston, Mass.—Wholesaler
**MANISTEE SLIPPERS**—Manistee Slippers, Inc., 60 King Street, Worcester 10, Mass.
**MANNEQUINS** — Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**MANNEQUINS**—Kleven Shoe Sales Co., Inc., 133 Main Street, Spencer, Mass.
**MANNING - GIBBS** — Manning - Gibbs Shoe Co., 110 Gold Street, Worcester, Mass.
**MANOS**—Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**MANSFIELD** — Commonwealth Shoe & Leather Co., Whitman, Mass., Gardiner, Maine
**MANSFIELD LEADERS** — Commonwealth Shoe & Leather Co., Whitman, Mass., Gardiner, Maine
**MARATHON SHOES**—H. E. Davis Shoe Co., Freeport, Me.
**MARATHON WORK SHOES** — H. E. Davis Shoe Co., Freeport, Me.
**MARCELLAS**—D. Myers & Sons, Inc., Sherwood & Curtain Avenues, Baltimore 18, Md.—Wholesaler
**MARCHERS**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**MARDI GRAS**—Pan American Modes, Inc., 5300 N. W. 37th Avenue, Miami 42, Florida
**MARINO, JOHN**—Marino & Son Shoe Corp., 4024 22nd Street, Long Island City 1, N. Y.
**MARK ANGELO'S**—Mark Angelo Shoe Co., 265 Minna Street, San Francisco, Calif.
**MARQUISE**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**MARTIN & MARTIN CUSTOM BOOTMAKERS**—H. S. K. Footwear Corp., 146 Duane Street, N. Y. 13, N. Y.—Wholesaler
**MARTIN & MARTIN FLEXIBLES**—H. S. K. Footwear Corp., 146 Duane Street, N. Y. 13, N. Y.—Wholesaler
**MARTINI**—Fratelli Martini Rossi Inc., (Fuchs Bros. Sales Corp.), 47 W. 34th Street, Marbridge Bldg., New York, N. Y.—Importer
**MARTINIQUE**—Martinique Shoes, 5428 Wyalusing Avenue, Phila. 31, Penna.
**MARVA**—Delmar Shoe Co., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**MARXIE-TOTES**—So-Lo Marx Rubber Co., Loveland, Ohio
**MASSAGIC AIR CUSHION SHOES**—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**MASTERBILT** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**MASTERCRAFT** — Knapp Bros. Shoe Mfg. Corp., 173 Spark Street, Brockton 61, Mass.
**MASTER FITTER** — Freeman Shoe Corp., Beloit, Wis.
**MASTER MADE**—Samuel Brilliant Co., 86 Lincoln Street, Boston, Mass.—Wholesaler
**MATRIX**—Johnson, Stephens & Shinkle Shoe Co., 4242 Laclede Avenue, St. Louis, Mo.
**MATRIX**—Milford Shoe Co., 177 W. Central Street, Milford, Mass.
**MATTERHORN**—H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.
**MAYA**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**McCAMISH ELASTIC BURIAL SLIPPER**—J. W. McCamish Co., 217 Greenville Avenue, Winchester, Ind.
**MEASURE-MADE**—E. T. Wright & Co., Inc., Liberty Street, Rockland, Mass.
**MECCA**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**MEDIC NURSES SHOES**—Medic Shoe Mfgrs, Inc., 1212 Wood Street, Phila. 7, Pa.

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**MELODI** — Bolita Ballets, Inc., 44 Farnsworth Street, Boston 10, Mass.
**MELODY MAID**—Blair & Ross, Inc., 23 Beekman Street, N. Y. C., N. Y.
**MEL PRESTON** — Mel Preston Shoe Corp., 240 Broadway, Brooklyn, N. Y.
**MERCURY - BUILT FOR SPORTS** — Indian Head Shoe Co., Inc., Commercial Street, Manchester, N. H.
**MERMAID**—Hood Footwear Products, Watertown 72, Mass.
**MERRYMAKER**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**MERRY MULES** — Beacon Shoe Co., Jonesburg, Mo.
**META-POISE**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**METATARSAL ARCH** — Connolly Shoe Co., 123 N. Second Street, Stillwater, Minn.
**METRO-CRAFT** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**METRO-MODE** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**MEXI-COOLEE**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**MIA DONNA**—Em Jay Originals, Inc., 152 Duane Street, New York 13, N. Y. —Wholesaler
**MI-BABY**—Conaway Winter Inc., Willow Springs, Mo.
**MICHELE CATALANO** — Catalano & Son, 9750 Klingerman Street, S. El Monte, Calif.
**MICHIGAN FLYER** — Boston Athletic Shoe Company, 72 Second Street, Cambridge, Mass.
**MIDAS**—Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.

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**MIDDLETOWNERS**—Middletown Footwear, Inc., 39 Railroad Avenue, Middletown, N. Y.
**MIDDY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**MIDGIES**—Gotham Shoe Mfg. Co., Inc., 126 Park Avenue, Binghamton, N. Y.
**MID-TIME**—Joyce, Inc., Div. U. S. Shoe Corp., 3890 Pacific Avenue, Cincinnati 7, Ohio
**MID-TOWN FORMALS** — Middletown Footwear, Inc., 39 Railroad Avenue, Middletown, N. Y.
**MIDVAMP**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**MIDWAY HEELS** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**MIGHTY MOUSE SNEEKERS** — Eddy Shoe Co., 132 N. 4th Street, Phila. 6, Pa.—Wholesaler
**MIJJI**—Algy Shoes, Inc., 68 Vine Street, Everett, Mass.
**MILADY'S**—The Charles Meis Shoe Co., 137 W. 4th Street, Cincinnati 2, Ohio —Wholesaler-Importer
**MILANOS**—D. Myers & Sons, Inc., Sherwood and Curtin Avenues, Baltimore 18, Md.—Wholesaler
**MILLERKINS** — Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**MILLERTAIRE**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**MILLION-AIRE**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**MILL STONE**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**MILWAUKEE KING**—Milwaukee Shoe Co., 245 East Vine Street, Sturgeon Bay, Wis.
**MILWAUKEE STRENGTH** — Milwaukee Shoe Co., 245 East Vine Street, Sturgeon Bay, Wis.
**MINNEBAGO MOCCASINS** — Lake Church Leather Products, Inc., Belgium, Wis.
**MINNEHAHA MOCCS** — Pioneer Shoe Company, 35 Holden Street, Minneapolis 2, Minn.
**MINNETONKA**—Minnetonka Moccasin Co., Inc., 406 Portland Street, Minneapolis, Minn.
**MIRACLE MESH** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**MIRACLE SHOE, THE** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**MIRACLE-TREAD** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**MIRACLETTES**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg-Va.
**MISS AMERICA**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**MISS CAPEZIOS**—Capezio Inc., 9 W. 61st Street, New York 23, N. Y.
**MISS DEB**—Deb Shoe Co., Inc., 2128 Washington Avenue, St. Louis 3, Mo.
**MISS NITE-AIRES** — Midwest Footwear, Inc., Sullivan, Mo.
**MISS PAD ABOUTS**—Pad Abouts, Inc., 907 Broadway, N. Y., N. Y.
**MISS SANDLER** — A. Sandler Co., B Street and 3rd Avenue, Needham Heights 94, Mass.
**MISS SANDLER**—A. J. Tucker & Son, Inc., 457½ S. Main Street, S. Brewer, Maine
**MR. CAPEZIOS** — Capezio Inc., 9 W. 61st Street, New York 23, N. Y.
**MR. DAVID**—California Footwear Co., 222 Main Street, Venice, Calif.
**MR. KIMEL CALIFORNIA** — Kimel Shoe Co., 799 Towne Avenue, Los Angeles 21, Calif.
**MR. PAUL**—M. K. Weil Shoe Co., 1215 Washington Avenue, St. Louis 3, Mo. —Wholesaler
**MITTEN-MOCS** — Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Maine

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**MOCABOUTS**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**MOC-ABOUTS** — Nashua Footwear Corp., 250 Canal Street, Lawrence, Mass.
**MOC-A-BYES** — Cedar Shoe Company, Boscobel, Wis.
**MOCCAROUND** — Cobblers, Inc., 1212 Stanford Avenue, Los Angeles 21, Calif.
**MOCCASEAM**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**MOCCASINS BY MOSHER** — Mosher Moccasin Co., Inc., Cor. Birch & Brighton Streets, No. Abington, Mass.
**MOCCASINS OF CHARACTER** — Skow Moccasins, Inc., Poplar Street, Box 70, Skowhegan, Maine
**MOCC-ETTS** — Shields Slipper Corp., Main Street, Bombay, N. Y.
**MOC-SANS**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**MOC-SHIRES**—Gold-Craft Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**MOC-VAMP**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**MODERN AGE**—Curtis Stephens Embry Co., 702 N. 8th Street, Reading, Pa.
**MODERN AGE OFFICIAL GIRL SCOUT** —Curtis Stephens Embry Co., 702 N. 8th Street, Reading, Pa.
**MODERN ARISTOCRAT** — Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**MODERN COMFORTS**—Enterprise Shoe Co., 2739-43 N. 10th Street, Milwaukee 6, Wis.
**MODERN PRISCILLA**—Gardiner Shoe Co., Inc., Gardiner, Maine
**MODERNE WELTS**—La Grange Shoe Corp., 216-220 Plum Street, Red Wing, Minn.
**MODI-POIS**—Boyd-Jones Shoe Co., 1900 Washington Avenue, St. Louis 3, Mo.
**MOHAWK** — Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**MOHAWK**—Ross Shoes, Inc., 2 Washington Street, North Reading, Mass.
**MOLLY MARVEL**—Dunn and McCarthy, Inc., Auburn, N. Y.
**MONARCH**—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**MONEY SAVER** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**MONSEIGNEUR**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**MONTANA BOOTS**—The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh, 1, Wis.
**MONTEGO** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**MONUMENTAL**—The P. H. Volk Co., 2 W. Lombard Street, Baltimore 1, Md. —Wholesaler
**MOODS BY MARC**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**MOODS BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**MOONBEAMS**—Terry Footwear Corp., 1309 Cromwell Avenue, New York, N. Y.
**MOSHER GOLF MOCCASINS** — Mosher Moccasin Co., Inc., Cor. Birch & Brighton Streets, No. Abington, Mass.
**MOSHER MOCCASINS** — Mosher Moccasin Co., Inc., Cor. Birch & Brighton Streets, No. Abington, Mass.
**MOTHER GOOSE CHILDREN'S SHOES** —Mother Goose Corp., 191 Shaeffer Avenue, Westminster, Md.
**MOTHER'S BEST**—K-P Shoe Co., Inc., 233 W. Cook Street, Portage, Wis.
**MOTOR BOOT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**MOTORETTE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**MOULD-ARCH**—Stately Footwear Co., 2052 Bergen Street, Brooklyn, N. Y.
**MOUND CITY**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**MOUNTAINEER**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**MOUNTAIN-HIKER** — The Juvenile Shoe Corp. of America, Aurora, Mo.
**MOXEES**—Belgrade Shoe Co., Old Hotel Road, Auburn, Maine
**MOXFORDS**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**MRS WINTER'S** — Conaway Winter, Inc., Willow Springs, Mo.

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**MUSEBECK LITE-EASE** — Foot-So-Port Shoe Co., Div. Musebeck Shoe Co., Forest & Westover Streets, Oconomowoc, Wis.
**MUSEBECK SHOES** — Foot-So-Port Shoe Co., Div. Musebeck Shoe Co., Forest & Westover Streets, Oconomowoc, Wis.
**MUSKETEERS** — Sun Cal Footwear Inc., 131 S. Los Angeles St., Los Angeles 12, Calif.
**MY FAVORITES**—Rogers Bros. Shoes Inc., Rogers of Boston, 137 Kneeland Street, Boston 11, Mass.—Wholesaler

## N

**NAILESS OSTENDO HEEL CUSHION** —Allen-Edmonds Shoe Corp., 825 Main Street, Belgium, Wis.
**NA-MOCS**—Kinder Kraft Shoes Inc., 60 North Avenue, Natick, Mass.
**NAN**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**NAPOLI**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**NATIONAL PARK**—The Juvenile Shoe Corp. of America, Aurora, Mo.
**NATIONAL PARK SPORT WALKS**—The Juvenile Shoe Corp. of America, Aurora, Mo.
**NATURAL BEND**—Brooks Shoe Mfg. Co., 3210 Cherry Street, Phila., Pa.
**NATURAL BRIDGE** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**NATURAL BRIDGE ARCH SAVER**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**NATURAL GAIT**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**NATURAL POISE**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**NATURAL WALKERS**—Chris Laganas Shoe Co., Jackson Street, Lowell, Mass.
**NATURALETTES BY NATURAL BRIDGE** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**NATURALIZER FUNSTERS** — Brown Shoe Co., Inc., St. Louis 18, Mo.
**NATURALIZERS** — Brown Shoe Co., Inc., St. Louis 18, Mo.
**NATURE'S DOCTOR SHOES** — Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**NATURE'S OWN**—Julius Altschul, Inc., 117 Grattan Street, Brooklyn 37, N. Y.
**NAUTICS**—Fellman Tri-Vac Footwear, Inc., 42 S. Livingston Avenue, Livingston, N. J.—Manufacturer-Wholesaler
**NAV-A-MOC** — Navajo Mfg. Co., Inc., 212 W. Overland, El Paso, Texas

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**NEEDLE-CRAFT** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**NESMA**—Shoes of Ireland, Ltd., 47 W. 34th Street, New York 1, N. Y.—Importer
**NETTLETON** — A. E. Nettleton Co., State and Willow Streets, Syracuse 2, N. Y.
**NEWTON ELKIN** — Newton Elkin Shoes, Inc., Monmouth and Weikel Streets, Phila. 34, Pa.
**NICCOLINI** — Broitman-Gaffin Shoes, Inc., 146 Duane Street, New York 13, N. Y.—Wholesaler
**NIGHTIMERS** — Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**NIGHTY BOOT**—Mrs. Day's Ideal Baby Shoe Co., Inc., 20 Locust Street, Danvers, Mass.
**NINA**—Nina Footwear Co., Inc., 89 W. 3rd Street, New York 12, N. Y.
**9000 LINE**—Gotham Shoe Mfg. Co., Inc., 126 Park Avenue, Binghamton, N. Y.
**NIP-MOC INJUNS** — Well-Built Shoe Co., 60 N. Bow Street, Milford, Mass.
**NISLEY**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**NITE-AIRES**—Midwest Footwear, Inc., Sullivan, Mo.
**NITE-EASE**—Comfort Products Co., 12 E. Worcester Street, Worcester 8, Mass.
**NITE-GLO**—M. Gordon Shoe Co., Inc., 495 Union Street, Lynn, Mass.
**NIVTOP**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**NOC-A-BOUT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**NOEBEL WOOD SOLE SHOES**—M. L. Snyder & Son, Inc., 2402 N. Jasper Street, Phila., Pa.—Wholesaler
**NOK-A-BOUT**—International Shoe Co., Hy-Test Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**NOMARC**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**NON-CURL**—Old Colony Shoe Co., 84 E. Railroad Avenue, Brockton, Mass.
**NORDIC**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**NOR-EAST CASUALS** — Truitt Brothers, Inc., Pleasant Street. Belfast, Maine
**NORMAL TRED** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**NORSEMAN**—Knapp Bros. Shoe Mfg. Corp., 173 Spark Street, Brockton 61, Mass.
**NORTH POLE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**NORTHAMPTON BOOTS BY LASSIE**—Lassie Slippers, Inc., 47 W. 34th Street, N. Y. 1, N. Y.—Wholesaler and Importer
**NORTHAMPTON SLIPPERS BY LASSIE**—Lassie Slippers, Inc., 47 W. 34th Street, N. Y. 1, N. Y.—Wholesaler and Importer
**NUDETTES**—Fawn Shoe Co., 3419 Rutger Street, St. Louis 4, Mo.
**NUDIMOLD**—Kork-Ease, Inc., 81 Court Street, Brooklyn, N. Y.
**NUGGETS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**NU - MATIC** — Holland-Racine Shoes, Inc., 386 W. 15th Street, Holland, Mich.
**NUNN-BUSH** — Nunn-Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.
**NURSE AID**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**NYLITE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**NY-LITE BY MONDL**—The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh 1, Wis.
**NYL-LADY** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.

## O

**OBERHAMER'S CUSTOM BUILT**—Oberhamer Shoe Company, 689 N. Dale Street, St. Paul, Minn.
**OBERHAMER'S HANDMADE** — Oberhamer Shoe Company, 689 N. Dale Street, St. Paul, Minn.
**O'DONNELL CONDUCTIVE SHOE, THE**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**O-D'S BY BELGRADE**—Belgrade Shoe Co., Old Hotel Road, Auburn, Maine
**OFFICIAL BOY SCOUT SHOES**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**OFFICIAL GIRL SCOUT SHOES**—Genesco, 111 Seventh Avenue North, Nashville, Tenn.
**OFFICIAL TROOPER** — Huth-James Shoe, Inc., 1039 S. Second Street, Milwaukee 4, Wis.
**OIL-TEX**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**OLD COLONY**—Hood Footwear Products, Watertown 72, Mass.
**OLDMAINE TROTTERS** — Old Town Shoe Co., 179 Lincoln Street, Boston 11, Mass.
**OLD MASTERS BY STETSON** — The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**OLD PALS**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**OLD SPORTSMAN**—Georgia Shoe Mfg. Co., Inc., Flowery Branch, Ga.
**OLYMPIC** — Clix Footwear, Inc., 622 Greenwich Street, New York 14, N. Y.
**OLYMPIC**—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**ONANOFF**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**ONEIDA** — Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**ONEIDA**—W. C. Russell Moccasin Co., 185 S. W. Franklin Street, Berlin, Wis.
**1000 LINE** — Gotham Shoe Mfg. Co., Inc., 126 Park Avenue, Binghamton, N. Y.
**OOMPHIES** — La Marquise Footwear, Inc., 350 5th Avenue, N. Y., N. Y.
**OPERABOOT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**OPERASHU** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**ORBITS**—Intercontinental Shoe Corp., 47 W. 34th Street, N. Y. 1, N. Y.
**ORIGINAL CHIPPEWA** — Chippewa Shoe Co., 28-36 West River Street, Chippewa Falls, Wis.
**ORIGINAL DEB**—Deb Shoe Co., Inc., 2128 Washington Avenue, St. Louis 3, Mo.
**ORIGINAL DEB SHOE, THE**—Washington Shoe Mfg. Corp., Div. Deb Shoe Co., Washington, Mo.
**ORIGINAL JOYCE, THE**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**ORNAMEX**—Genesco, 111 7th Avenue. N., Nashville, Tenn.
**ORTHO-FLEX**—Gold-Craft Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**OSTEO-PATH-IK** — Allen - Edmonds Shoe Corp., 825 Main Street, Belgium, Wis.
**OUTDOORSMAN** — International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo. —Manufacturer-Wholesaler
**OUTDOORSMAN** — LaCrosse Rubber Mills Co., LaCrosse, Wis.
**OVERGLOBE** — Bridgewater Workers Co-Operative Assoc., Inc., 42 Spring Street, Bridgewater, Mass.
**OVER GLOBE SHOE** — Bridgewater Workers Co-operative Ass'n, Inc., 42 Spring Street, Bridgewater, Mass.
**OVERSHOE-TOTES**—So-Lo Marx Rubber Co., Loveland, Ohio
**OVER THE SHOE HIP-TOTES**—So-Lo Marx Rubber Co., Loveland, Ohio
**OXFORD SLIPPER CO., INC.**, 448 E. 18th Street, Paterson 4, N. J.

## P

**P & C SHOE, THE**—Powell & Campbell, Inc., 122 Daune Street, New York, N. Y.—Wholesaler
**P-F** — B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**PACEMAKER**—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo. —Manufacturer-Wholesaler
**PACIFIC** — Currin - Greene Shoe Mfg. Co., Inc., 2715 Western Avenue, Seattle, Wash.—Manufacturer-Wholesaler
**PACKARD**—Howard & Foster Co., Inc., 160 Pleasant Street, Brockton, Mass.
**PAD ABOUTS**—Pad Abouts, Inc., 907 Broadway, New York, N. Y.
**PADDINGTON**—Danvers Shoe Co., Inc., West Hancock Street, Manchester, N. H.
**PADDOCK**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**PADIGANS** — International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**PADRE SANDAL**—Freeman Shoe Corp., Beloit, Wis.
**PAGANO**—Baronet Shoe Corp., 407 E. Pico Boulevard, Los Angeles, Calif.

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**PAL-ETTES** — Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
**PALIZZIO**—Palizzio, Inc., 801 Broadway, New York, N. Y.
**PALTER DEBS** — Samuels Shoe Co., 25th & Madison Streets, St. Louis, Mo.
**PALTER DE LISO**—Palter De Liso, 16 W. 55th St., New York, N. Y.
**PALTER DE LISO DEBS** — Samuels Shoe Co., 25th & Madison Streets, St. Louis, Mo.
**PALTERETTES** — Samuels Shoe Co., 25th & Madison Streets, St. Louis, Mo.
**PALTERIZED**—Samuels Shoe Co., 25th & Madison Streets, St. Louis, Mo.
**PALTER YOUTHFULS**—Samuels Shoe Co., 25th & Madison Streets, St. Louis, Mo.
**PAMETTS** — Fraser Shoe Co., Inc., Christina, Union, Mo.
**PAN AMERICAN MODES**—Pan American Modes, 555 N. W. 29th Street, Miami, Fla.
**PAN AMERICAN MODES, INC.**—Pan American Modes, Inc., 5300 N. W. 37th Avenue, Miami 42, Florida
**PANCAKES BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**PANDORA**—Newton Elkin Shoes, Inc., Monmouth & Weikel Streets, Phila. 34, Pa.
**PANETTE**—Nova Shoe Co., Inc., 42 Duncan Street, Haverhill, Mass.
**PANORAMA** — International Shoe Co., Panorama Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**PAPARELLI BY SWAN** — Swan Shoe Co., Inc., 3001 E. Madison Street, Baltimore 5, Md.
**PAPILLON**—Radcliffe Shoe, Inc., Evans Street, Brockton 69, Mass.
**PARADETTES**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
**PARADISE KITTENETTES** — Brauer Bros. Shoe Co., 22 S. Sarah Street, St. Louis 8, Mo.
**PARADISE KITTENS** — Brauer Bros. Shoe Co., 22 S. Sarah Street, St. Louis 8, Mo.
**PARADISE SHOES**—Brauer Bros. Shoe Co., 22 S. Sarah Street, St. Louis 8, Mo.
**PARAFLEX** — Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**PARAMOUNT BY KALMON**—Kalmon Shoe Mfg. Co., 4164 Chippewa Street, St. Louis, Mo.
**PARIS** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PARIS FASHION**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**PARK AVE.** — Cumberland Shoe Co., Franklin, Tenn.
**PARK-A-SEAL** — H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.
**PARK LANE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**PARKSHIRE**—International Shoe Co., Great Northern Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**PARLIAMENT** — Trans World Shoe Corp., 47 W. 34th Street, New York, N. Y.—Importer
**PARTY BELLES**—Del's of California, 1116 E. Peco Boulevard, Los Angeles, Calif.
**PARTY GOERS**—Genesco, 111 7th Avenue, N. Nashville 3, Tenn.
**PARTY-TIMER**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**PASTIMERS**—Brown Shoe Co., Inc., St. Louis 18, Mo.

## SHOE MANUFACTURERS

**PATAPSCO**—The P. H. Volk Co., 2 W. Lombard Street, Baltimore 1, Md.—Wholesaler
**PAT BOONE** — Newport Shoe Mfg. Corp., 41 Canal Street, Newport, N. H.
**PATHFINDER**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**PATIO** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PATIO MOCS** — Donn's, Inc., 222 N. Chadbourne Street, San Angelo, Tex. —Manufacturer-Wholesaler
**PATRIOT** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**PATTY JOHNSON**—Endicott Johnson Corp., Oak Hill Avenue, Endicott, N. Y.
**PAUL BUNYAN**—Bone Dry Shoe Mfg. Co., 224 N. Washington Avenue, Neosho, Mo.
**PAVILIA** — Johansen Bros. Shoe Co., Inc., 3642 Laclede Avenue, St. Louis 8, Mo.
**PEACOCK**—Boyd-Jones Shoe Co., 1900 Washington Avenue, St. Louis 3, Mo.
**PEACOCK CHICKS**—Boyd-Jones Shoe Co., 1900 Washington Avenue, St. Louis 3, Mo.
**PEACOCK MODI-POIS** — Boyd-Jones Shoe Co., 1900 Washington Avenue, St. Louis 3, Mo.
**PEARL** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PECOS**—Red Wing Shoe Co., 113-129 Main Street, Red Wing, Minn.
**PEDDLE PUSHERS**—Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
**PED-FLEX PROCESS**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**PED-PLI-PROCESS** — The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**PED WELD**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**PEDI-PLANE**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**PEDI-STRIDE** — Accurate Shoe Corp., 89 Bogart Street, Brooklyn 6, N. Y.
**PEDIC**—Edwards Shoes Inc., 314 N. 12th Street, Phila. 7, Pa.
**PEDS** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PED-TREDS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PEDWIN SHOES** — Brown Shoe Co., Inc., St. Louis 18, Mo.
**PEEK-A-BOOTS** — Plastix Footwear Corp., 1600 S. Flower Street, Los Angeles 15, Calif.
**PEMBROKE** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**PENALJO** — Hamilton Shoe Co., 2107 Lucas Avenue, St. Louis 3, Mo.
**PENALJO LADIES IN WHITE**—Hamilton Shoe Co., 2107 Lucas Avenue, St. Louis 3, Mo.
**PENALJO PLAYERS**—Hamilton Shoe Co., 2107 Lucas Avenue, St. Louis 3, Mo.
**PENOBSCOT TRAMPEZE** — Penobscot Shoe Co., 179 Lincoln Street, Boston 11, Mass.
**PENGUIN**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PEPE DELGADO'S**—Carl Spector Co., 179 Lincoln Street, Boston, Mass.—Wholesaler
**PERFECT ROCKER** — Reece Wooden Sole Shoe Co., 13th Street and 41st Avenue, Columbus, Neb.
**PERF-O-STAT** — International Shoe Co., Hy-Test Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler


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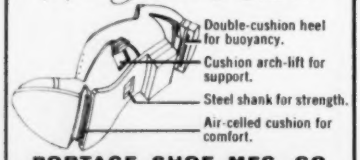

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**PERKIES**—Grinnell Shoe Co., 4th Avenue and Pearl Street, Grinnell, Iowa
**PERMAFLEX**—International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**PERUGIA**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**PETER PAN**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PETERS**—International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**PETITE**—International Shoe Co., 1509 Washington Avenue, St. Louis 66, Mo. —Manufacturer-Wholesaler
**PETITE DEBS** — Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**PETITS FOURS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**PETTIPOINT HOSTESS SLIPPERS**—Ripon Knitting Works, P. O. Box 50, Ripon, Wis.
**PHI BATES** — Bates Shoe Co., Park Street, Webster, Mass.
**PHYL-FLEX**—Phyllis Shoe Co., Inc., 95 Bridge Street, Lowell, Mass.
**PHYL-FLEX JRS** — Phyllis Shoe Co., Inc., 95 Bridge Street, Lowell, Mass.
**PHYLLIS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PHYLLIS**—Phyllis Shoe Co., Inc., 95 Bridge Street, Lowell, Mass.
**PIATTO'S**—Tober Saifer Shoe Mfg. Co., 1204 Washington Avenue, St. Louis 3, Mo.—Manufacturer-Wholesaler
**PIC-A-MOC** — Eastland Shoe Corp., Park Street, Freeport, Maine
**PICCOLINO**—Sid Berk, Inc., 47 W. 34th St., New York, N. Y.
**PICCOLO**—Sid Berk, Inc., 47 W. 34th Street, New York, N. Y.
**PICOLLINOS** — Melori Shoe Corp., 60 Fulda Street, Boston 19, Mass.
**PICOLOS**—Melori Shoe Corp., 60 Fulda Street, Boston 19, Mass.
**PIED PIPER**—Pied Piper Shoe Co., First Avenue at Cedar, Wausau, Wis.
**PIGALLE**—Bergmann & Weiss, Inc., 110 Green Street, New York 12, N. Y.
**PIGEON-TOE** — Edwards Shoes, Inc., 314 N. 12th Street, Phila. 7, Pa.
**PIGMY'S BY HANNAHSONS** — Hartman Shoe Mfg. Co., 35 Duncan Street, Haverhill, Mass.
**PILGRIM** — Plymouth Shoe Co., 191 Center Street, Middleboro, Mass.
**PILLO-EZE**—The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh 1, Wis.
**PILLO-EZE BOWLERS** — The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh 1, Wis.
**PILLOW ARCH** — Artcraft Shoe Mfg. Co., 2154 Hyde Park Blvd., Los Angeles 47, Calif.
**PILLOW PUFF**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**PILLOW STEP**—Mason Shoe Mfg. Co., E. Grand Avenue, Chippewa Falls, Wis.
**PIMLICO**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**PINEBROOK**—Ruth Shoe Co., 44 Merrimac Street, Newburyport, Mass.
**PIONEER**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**PIT-A-PAT** — Seaboard National Shoe Co., 22 S. Hanover Street, Baltimore 1, Md.—Manufacturer-Wholesaler
**PIXIES**—International Shoe Co., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**PLA-EASE** — Tiny Tot Shoe Co., 139 Maplewood Drive, Rochester 15, N. Y.
**PLA-MOX** — Tiny Tot Shoe Co., 139 Maplewood Drive, Rochester 15, N. Y.
**PLANET PATROL**—S. Goldberg & Co., Inc., 20 East Broadway, Hackensack, N. J.
**PLA PETS** — National Transparent Plastics Co., Div. of Servus Rubber Co., 51 Front Street, Springfield, Mass.
**PLAY-DAYS**—The Charles Meis Shoe Co., 137 W. 4th Street, Cincinnati 2, Ohio—Wholesaler-Importer
**PLAY-GAYS**—Swan Shoe Co., Inc., 3001 E. Madison Street, Baltimore 5, Md.
**PLAYMASTERS**—The Muskin Shoe Co., 1444 Belevedere Street, Baltimore 2, Md.
**PLAY MATES**—Genesco, 111 7th Avenue, N. Nashville 3, Tenn.
**PLAY PALS**—Genesco, 111 7th Avenue, N. Nashville 3, Tenn.
**PLAY PEN**—K-P Shoe Co., Inc., 233 W. Cook Street, Portage, Wis.
**PLAY-POISE**—Virginia Shoe Co., Inc., Fredericksburg, Va.

**R. J. Potvin Shoe Co., Brockton, Mass.**


**PLAYERS**—Hamilton Shoe Co., 2107 Lucas Avenue, St. Louis 3, Mo.
**PLAYFUL JR.**—Weber Shoe Co., Inc., Box 278, Tipton, Mo.
**PLAYFUL NODS**—Weber Shoe Co., Inc., Box 278, Tipton, Mo.
**PLAYFULS**—Weber Shoe Co., Inc., Box 278, Tipton, Mo.
**PLAYTIME**—Endicott Johnson Corp., Endicott, N. Y.
**PLAYTOWN**—The Maytown Shoe Mfg. Co., Inc., Queen & Elizabeth Streets, Maytown, Pa.
**PLAY-WAYS**—The Charles Meis Shoe Co., 137 W. 4th Street, Cincinnati 2, Ohio—Wholesaler-Importer
**PLAY WELTS** — Endicott Johnson Corp., Endicott, N. Y.
**PLIAFLEX**—House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**PLIASOLE**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**PLI-FLEX**—Nunn-Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.
**PLI-MATIC**—Nunn-Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.
**PLI-PED PROCESS** — The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**PLYMOUTH**—Plymouth Shoe Co., 191 Center Street, Middleboro, Mass.
**POCAHONTAS**—Shields Slipper Corp., Main Street, Bombay, N. Y.
**POCAMOC'S**—Powell & Campbell, Inc., 122 Duane Street, New York, N. Y.
**POCKET EDITIONS** — David-Russell Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**POCKET TOES**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**POISE MODELLE** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**POLA** — Cambridge Rubber Co., 748 Main St., Cambridge 39, Mass.
**POLAR BOOTS** — House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**POLICE** — Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**POLL PARROT** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**POLL PARROT POLLY DEBS**—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**POMPEIIS** — Bates Shoe Co., Park Street, Webster, Mass.
**PONCE DE LEON**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**POPULARITY** — Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**PORCH AND PATIO** — Danvers Shoe Co., Inc., West Hancock Street, Manchester, N. H.
**PORTA-COMFORT MOCC** — K-P Shoe Co., Inc., 233 W. Cook Street, Portage, Wis.
**PORTAGE**—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**PORTO-PED AIR CUSHION SHOES** — Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**POSNER DR. SCIENTIFIC SHOES FOR CHILDREN**—Dr. Posner Shoe Co., Inc., 112 W. 34th Street, New York 1, N. Y.
**POSTURATOR**—Pied Piper Shoe Co., First Avenue at Cedar, Wausau, Wis.
**POSTURE ARCH POSITIONER**—Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.

**POSTURE FOUNDATION**—B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**POSTURE POISE** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**POUND-A-PAIR** — Danvers Shoe Co., Inc., West Hancock Street, Manchester, N. H.
**POWDER-PUFF**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**POWER TO BOOT**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**POW-WOW** — Huth-James Shoe, Inc., 1039 S. Second Street, Milwaukee 4, Wis.
**PREFLEX**—House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**PREP** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PRESTO**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PREST-O-FLEX**—Bates Shoe Co., Park Street, Webster, Mass.
**PRETTY GIRL** — Beacon Shoe Co., Jonesburg, Mo.
**PRE-VUE**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**PRE-VUE PLAYERS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**PRIDE N' JOY**—Virginia Shoe Co., Inc., Fredericksburg, Va.
**PRIMA DONNA** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PRIMA - DONNA** — Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**PRIMA-DORA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**PRIMA-DORABLES**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**PRIMAS BY MARC**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**PRIMAS BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**PRIMA - TEENS** — Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**PRIMA - TIVES** — Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**PRIMETTES BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**PROCESS 82**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**PRO-GARD**—Tyer Rubber Co., 10 Railroad Street, Andover, Mass.
**PROGRESS** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**PROMENADE PUMPS** — Hinote Creations, 509 Smith Street, Flint 3, Mich.
**PROMETTE** — Radcliffe Shoes, Inc., Evans Street, Brockton 69, Mass.
**PRONA-PEDIC** — Edwards Shoes Inc., 314 N. 12th Street, Phila. 7, Pa.
**PROPR-BILT**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**PROP-R-FORM**—Julius Altschul, Inc., 117 Grattan Street, Brooklyn 37, N. Y.
**PROPR-TREAD**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**PRO STAR** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**PRO-TEK-TIV** — Curtis Stephens Embry Co., 702 N. 8th Street, Reading, Pa.
**PRO-TEK-TIV EXTRA SUPPORT**—Curtis Stephens Embry Co., 702 N. 8th Street, Reading, Pa.
**PRO - TEK - TIV LIGHTWEIGHTS**—Curtis Stephens Embry Co., 702 N. 8th Street, Reading, Pa.
**PRO-TEK-TIV PLAYWEAR** — Curtis Stephens Embry Co., 702 N. 8th Street, Reading, Pa.
**PROUD-FIT**—Albert H. Weinbrenner Co., 2025 N. Summit Avenue, Milwaukee, Wis.
**PUEBLOS** — Gardiner Shoe Co., Inc., Gardiner, Maine
**PUFFS**—Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
**PULLMAN SLIPPERS BY WHITT-REDGE** — Consolidated Products Corp., 7 Liberty Square, Lynn, Mass.
**PUNCHOS**—Swan Shoe Co., Inc., 3001 E. Madison Street, Baltimore 5, Md.
**PURITAN** — Puritan Shoe Mfg. Co., 3628 11th Street, Los Angeles, Calif.
**PUSH-UPS** — Weiss-Lawrence, Inc., Dover, N. H.
**PUSSYFOOTS** — Swan Shoe Co., Inc., 3001 E. Madison Street, Baltimore 5, Md.

## Q

**Q-D BRAND BOOTS**—Quinn & Delbert Boot Mfg. Co., Springhill Avenue, Marlboro, Mass.
**QUAIL HUNTER**—G. H. Bass & Co., Wilton, Maine
**QUAPAW**—Bottom Dollar Industries, Inc., 715 Izard Street, Little Rock, Ark.
**QUATTRO**—Johansen Bros. Shoe Co., Inc., 3642 Laclede Avenue, St. Louis 8, Mo.
**QUEEN**—International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**QUEENIE**—Shelby Shoe Co., 1152 E. Marion Street, Shelby, N. C.
**QUEEN QUALITY**—International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**QUEEN QUALITY NURSEASE**—International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**QUICK DRAW BOOTS**—Quinn & Delbert Boot Mfg. Co., Springhill Avenue, Marlboro, Mass.
**QUODDY MOCCASINS**—Spiegel-Stanley Co., Bayside Park, Portland, Maine—Wholesaler
**QUOTATIONS**—International Shoe Co., Accent Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**QUO VADIS**—Desco Shoe Corp., 209 W. 33rd Street, New York 1, N. Y.

## R

**R J & R'S**—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo. —Manufacturer-Wholesaler
**R. N.**—Air-Tred Shoes Corp., S. Main Street, Auburn, Maine
**RACINE SHOES** — Holland-Racine Shoes, Inc., 386 W. 15th Street, Holland, Mich.
**RADAR BOOT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**RADIO BOOT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**RADIO-TYME**—L. B. Evans, Son Co., Water Street, Wakefield, Mass.
**RAHCHAS**—Freeman Shoe Corp., Beloit, Wis.
**RAINBEAUTEES**—Rainfashions, Fifth Ave., Inc., 49 W. 33rd Street, New York, N. Y.
**RAINBOW**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**RAIN DEARS**—Lucky Sales Co., Inc., 941 E. 3rd Street, Los Angeles 13, Calif.
**RAINDORABLES** — National Transparent Plastics Co., Div. of Servus Rubber Co., 51 Front Street, Springfield, Mass.
**RAINEZE**—Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.
**RAINIER** — Currin-Greene Shoe Mfg. Co., Inc., 2715 Western Avenue, Seattle, Wash. — Manufacturer-Wholesaler
**RAIN-JERETTES** — Plastix Footwear Corp., 1600 S. Flower Street, Los Angeles 15, Calif.
**RAIN-JERS** — Plastix Footwear Corp., 1600 S. Flower Street, Los Angeles 15, Calif.
**RAIN KINGS**—Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**RAIN QUEEN** — National Transparent Plastics Co., Div. of Servus Rubber Co., 51 Front Street, Springfield, Mass.
**RAIN QUEENS**—Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**RAINSTEPS**—B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**RAINTOG**—Hood Footwear Products, Watertown 72, Mass.
**RAINTOGGER**—Hood Footwear Products, Watertown 72, Mass.
**RALLYE BOOT**—L. B. Evans' Son Co., Water Street, Wakefield, Mass.

**RALSTON**—Doyle Shoe Co., Cor. Warren Avenue & Pleasant Street, Brockton, Mass.
**RAMBLER**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**RAMBLERS**—Heydays Shoes Inc., 2032 Locust Street, St. Louis 3, Mo.
**RAMBLER, THE**—F. & F. Shoe Co., 20-22 E. Spring Street, Chippewa Falls, Wis.
**RAMSEY'S THEY CANNOT RIP**—Ramsey Shoe Corp., 347 Rider Avenue, New York, N. Y.
**RANDCRAFT**—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**RAND SHARPSHOOTER** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**RAND SHOE, THE**—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St Louis 66, Mo.—Manufacturer-Wholesaler

**RANDY ARCH KING**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY BOATSHU**—Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**RANDY CONTINENTAL** — Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY DELUXE KORT KING**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY 400**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY GILT EDGE**—Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**RANDY GOLFER**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY GYM SHOE**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY HANDBALL KING**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY HI TOP**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY KORT KING**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY KORT QUEEN**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY LEAGUE KING** — Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
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**RANDY PLAYGROUND KING** — Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY PLAYGROUND QUEEN**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY PRO BASKETBALL**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY RAIN KING**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY RANGER**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY RIVIERA**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY SATELLITE SPACE KINGS**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY SHOWER QUEEN**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY SUPERFINE**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY SUPER KORT KING** — Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY SUPER KORT QUEEN**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY SUPER PRO BASKETBALL**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY TOP BRAND**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY TOP CHOICE**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANDY TOP KICK**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**RANGE PALS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**RANGER** — Endicott Johnson Corp., Endicott, N. Y.
**RANGER**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**RAWHIDERS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**RAYN ANKLETTE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.

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**RAYNTITE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**RAYNTOGS** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**RAYN TREDS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**RAYN ZIP** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**REAL BOY**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**REAL MC COY, THE**—Holland-Racine Shoes, Inc., 386 W. 15th Street, Holland, Mich.
**RECORDIA**—Recordia Footwear, Inc., Dreher Avenue, Stroudsburg, Pa.
**RED BALL COMMODORES** — Mishawaka Rubber Co., Inc., 312 N. Hill Street, Mishawaka, Ind.
**RED BALL JETS**—Mishawaka Rubber Co., Inc., 312 N. Hill Street, Mishawaka, Ind.
**RED BALL JETS**—Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler

**RED BALL SUMMERETTES** — Mishawaka Rubber Co., Inc., 312 N. Hill Street, Mishawaka, Ind.
**RED BALL SUMMERETTES**—Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler
**RED BALL WEATHERPROOFERS** — Mishawaka Rubber Co., Inc., 312 N. Hill Street, Mishawaka, Ind.
**RED BALL WATERPROOF FOOTWEAR**—Dunham Brothers Co., Main Street, Brattleboro, Vt.—Wholesaler
**RED BALL WEATHERPROOFS** — Mishawaka Rubber Co., Inc., 312 N. Hill Street, Mishawaka, Ind.
**RED CROSS SHOES** — United States Shoe Corp., 1658 Herald Avenue, Cincinnati 7, Ohio
**RED GOOSE**—International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**REJOICERS**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**RED RIDING HOOD**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**RED SKIN**—Sufix Shoe Mfg. Co., 541 Shawmut Avenue, Boston 18, Mass.
**REECE ORTHOPEDIC SHOE**—Reece Wooden Sole Shoe Co., 13th Street & 41st Avenue, Columbus, Neb.
**REGAL** — Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**REGAL-AIR CUSHION TRED**—Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**REGAL BOOT**—Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**REGAL CORONETS**—Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**REGAL CREST**—Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**REGAL RELAXERS**—Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**REGENCY**—Transworld Shoe Corp., 47 W. 34th Street, New York, N. Y.—Importer
**REGENCY PARK**—Trans World Shoe Corp., 47 W. 34th Street, New York, N. Y.—Importer
**REGENT CLUB** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**REG-E-STURD**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**REID'S — A BALTIC SLIPPER**—Baltic Shoe Corp., 782 Wythe Avenue, Brooklyn 11, N. Y.
**REIDER'S** — Reider Shoe Mfg. Co., Schuylkill Haven, Pa.
**RELAY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**RELAY BY STETSON** — The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.

**RELAXER**—MacDonald Bros. Shoe Co., Inc., Box 74, Green Street, Marblehead, Mass.
**RELAXERS** — Pad Abouts, Inc., 907 Broadway, New York, N. Y.
**RELIABLE JEFFERSON**—F. & F. Shoe Co., 20-22 E. Spring Street, Chippewa Falls, Wis.
**RESCO** — Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**RESCO FITTED**—Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**RESORT AIRES**—Midwest Footwear, Inc., Sullivan, Mo.
**RESTEP**—M. Beckerman & Sons, Inc., 184-5th Avenue, New York 10, N. Y.
**RESTER-FLEX**—Milford Shoe Co., 177 W. Central Street, Milford, Mass.
**REST-EZE** — Rest-Eze Footwear Co., 1884 Pitkin Avenue, Brooklyn, N. Y.
**RES-TRED 2 WAY ARCH BRACER**—Freeman Shoe Corp., Beloit, Wis.
**REST-TIME** — Blum Shoe Mfg. Co., Dansville, N. Y.
**RESTWELL**—Capitol Footwear Corp., 60 King Street, Worcester, Mass.
**RETRIEVER**—International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**REVELATIONS BY DESCO** — Desco Shoe Corp., 209 W. 33rd Street, New York 1, N. Y.
**RHYTHM STEP**—Johnson, Stephens & Shinkle Shoe Co., 4242 Laclede Avenue, St. Louis, Mo.
**RICE-O'NEILL**—Boyd-Jones Shoe Co., 1900 Washington Avenue, St. Louis 3, Mo.
**RICE - O'NEILL FEATHER ARCH** — Boyd-Jones Shoe Co., 1900 Washington Avenue, St. Louis 3, Mo.
**RICE-O'NEILL SOFTIES**—Boyd-Jones Shoe Co., 1900 Washington Avenue, St. Louis 3, Mo.
**RICE-O'NEILL SOFTLIGHTS** — Boyd-Jones Shoe Co., 1900 Washington Avenue, St. Louis 3, Mo.
**RIEDELL** — Riedell Shoes, Inc., Red Wing, Minn.
**RIGID WEDGE**—B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**RIGGER-DUNES** — Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
**RINALDI**—Schwartz & Benjamin, Inc., 200 Locust Street, Lynn, Mass.
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**RITE-STEP**—A. J. Beford Shoe Inc., Kline Street, Lititz, Pa.
**RITE TRED**—A. J. Beford Shoe, Inc., Kline Street, Lititz, Pa.
**RIVANNI**—Riverside Shoe Corp., North Street, Millersburg, Pa.
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**ROCKALONGS**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**ROCK & ROLL**—Vincent Horowitz Co., Inc., 2121 Beale Avenue, Altoona, Pa.
**ROCKET**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**ROCKETS**—The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh 1, Wis.
**ROCKTUFF** — M. Beckerman & Sons, Inc., 184 5th Avenue, New York 10, N. Y.
**ROC-KUM**—MacDonald Bros. Shoe Co., Inc., Box 74, Green Street, Marblehead, Mass.
**ROCKWEAR SERVICE SHOES**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**ROD AND GUN BOOTS**—Roberts-Hart, Inc., 92 Water Street, Keene, N. H.
**RODEO**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**RODEO**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
**RODEO LEADER**—The Comfort Sandal Mfg. Co., Inc., 4020 22nd Street, Long Island City, New York
**RODNEY COURT** — House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**ROGERS HALL**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**ROLLIKEN-DEBS**—Em Jay Originals, Inc., 152 Duane Street, New York 13, N. Y.—Wholesaler
**ROMANO**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**ROMANOS**—Trans World Shoe Corp., 47 W. 34th Street, N. Y., N. Y.—Importer
**ROMANZAS BY GOLO**—Golo Footwear Corp., 350 5th Avenue, New York, N. Y.
**ROMNEY**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**RO-MAC**—Ross Shoes, Inc., 2 Washington Street, North Reading, Mass.
**ROMPS** — Pioneer Shoe Company, 35 Holden Street, Minneapolis 2, Minn.
**ROPEEZ**—Tyer Rubber Co., 10 Railroad Street, Andover, Mass.
**ROSELLA** — Chambord Shoe Co., Inc., 350 Fifth Avenue, New York 1, N. Y. —Wholesaler-Importer
**ROUGHIES**—The Juvenile Shoe Corp. of America, Aurora, Mo.
**ROUGHNECKS**—The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh 1, Wis.
**ROUND-UP** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**ROUND-UPS** — Weiss-Lawrence, Inc., Dover, N. H.
**ROUN'-TRIPPER** — Little Falls Felt Shoe Co., Little Falls, N. Y.
**ROYAL**—Jung Shoe Mfg. Co., 620 S. 8th Street, Sheboygan, Wis. — Manufacturer-Wholesaler
**ROYAL CADET**—Newport Shoe Mfg. Corp., 41 Canal Street, Newport, N. H.
**ROYAL CREST** — Herley Shoe Corp., 104 Essex Street, Haverhill, Mass.
**ROYAL CROWN**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**ROYAL HAWAIIAN**—Sbicca of California, 2620 N. Rosemead Blvd., El Monte, Calif.
**ROYAL OAK**—B. F. Goodrich Footwear and Flooring Co., Watertown 72, Mass.
**ROYAL SHOES**—H. E. Davis Shoe Co., Freeport, Maine
**ROYCROFT** — International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**ROY ROGERS**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
**RUBBER ROAD**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**RUGBY ROVER** — House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**RUGGED GRAINS** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**RUGGEDIERS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**RUGGED WEAR**—The Maytown Shoe Mfg. Co., Inc., Queen & Elizabeth Sts., Maytown, Pa.
**RUL**—The Rubber Corp. of Calif., 10631 Stanford Avenue, Garden Grove, Calif.
**RUN-A-BOUTS** — Chris Laganas Shoe Co., Jackson Street, Lowell, Mass.
**RUNNING MATES** — A. E. Nettleton Co., State and Willow Streets, Syracuse 2, N. Y.
**RUSTICAIRES**—A. Sandler Co., B St. and 3rd Avenue, Needham Heights 94, Mass.

## S

**S & K**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**S & K ELEVENS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**S & K GO-GETTERS**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**S & K ORIGINALS**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**SABEL EQUINO-VARUS**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**SABEL SURGICAL**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**SABEL'S BASIC SHOES**—I. Sabel, Inc., 1207 Chestnut Street, Phila. 7, Pa.—Wholesaler
**SABEL'S BASIC SHOES**—The Walker T. Dickerson Co., 326 S. Front Street, Columbus 15, Ohio
**SABEL'S EQUINO-VARUS SHOES** — I. Sabel, Inc., 1207 Chestnut Street, Phila. 7, Pa.—Wholesaler
**SABEL'S PLUMB LINE SHOES** — I. Sabel, Inc., 1207 Chestnut Street, Phila. 7, Pa.—Wholesaler
**SABEL'S PRE-WALKER**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**SABRINA**—Melori Shoe Corp., 60 Fulda Street, Boston 19, Mass.
**SABRINA**—Sabrina Shoe Corp., 47 W. 34th Street, New York, N. Y.
**SADDLE ARCH**—Julius Altschul, Inc., 117 Grattan Street, Brooklyn 37, N. Y.
**SAFARI BOOTS**—David-Russell Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**SAFETY FIRST** — Genesco, 111 7th Avenue, N. Nashville 3, Tenn.
**SAFETY FIRST** — Safety First Shoe Co., Inc., Water Street, Holliston, Mass.
**SAFETY TOE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**SAHARA BOOT**—L. B. Evans' Son Co., Water Street, Wakefield, Mass.
**SAILOR**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SALAMANDER A. G. — GERMANY** — Herman L. Atlas, 47 West 34th Street, New York, N. Y.—Importer
**SAMOA** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SAM SNEAD GOLF SHOES** — E. E. Taylor Shoe Corp., 18 Mill Street, Freeport, Maine
**SANDALCRAFT CREATIONS**—Del's of California, 1116 E. Pico Boulevard, Los Angeles, Calif.
**SANDALIERS**—Tober Saifer Shoe Mfg. Co., 1204 Washington Avenue, St. Louis 3, Mo. — Manufacturer-Wholesaler
**SANDALS BY LASSIE**—Lassie Slippers, Inc., 47 W. 34th Street, New York 1, N. Y.—Wholesaler-Importer
**SANDALS**—Del's of California, 1116 E. Peco Boulevard, Los Angeles, Calif.
**SANDLER OF BOSTON** — A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**SANDY MCDONALD**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**SANI-SAFE**—Woodsco, Inc., 2825 Highland Avenue, Cincinnati 12, Ohio
**SANI-SCUFFERS**—Bradford Mfg. Co., 669 Washington Street, Lynn, Mass.
**SANTA ROSA BRAND**—Kushins, Inc., 2nd & F Streets, Santa Rosa, Calif.
**SARATOGA BY STETSON**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**SA SHAY**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**SATELITE**—Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**SATELITE SPACE KINGS**—Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.

SANDLER
OF BOSTON


**SATELLITES**—Plymouth Shoe Co., 191 Center Street, Middleboro, Mass.
**SAUK TRAIL MOCCASINS** — Lake Church Leather Products, Inc., Belgium, Wis.
**SAVAL OF CALIFORNIA**—Ted Saval, Inc., 1500 S. Broadway, Los Angeles, Calif.
**SAVAL-RUDI GERNREICH**—Ted Saval Inc., 1500 S. Broadway, Los Angeles, Calif.
**SAWYER**—Sawyer Moccasin Co., Inc., 67 Buck Street, Bangor, Maine
**SBICCA CALIFORNIANS** — Sbicca of California, 2620 N. Rosemead Boulevard, El Monte, Calif.
**SCALA** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SCALAWAGS** — Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**SCAMPEROOS**—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo. —Manufacturer-Wholesaler
**SCANDALS**—Baronet Shoe Corp., 407 E. Pico Boulevard, Los Angeles, Calif.
**SCANDIA**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**SCARPA ELEGANTE**—James A. Banister Co., So. Weymouth 90, Mass.
**SCARPINI**—Nu-Way Shoe Co., Inc., 142 Duane Street, New York 13, N. Y.—Wholesaler
**SCARPINO'S**—Virginia Shoe Co., Inc., Fredericksburg, Va.
**SCHIAPARELLI** — Middletown Footwear, Inc., 39 Railroad Avenue, Middletown, N. Y.
**SCHIAPARELLI** — Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**SCHOOL CHUM** — Endicott Johnson Corp., Endicott, N. Y.
**SCHOPEDIC SHOES**—The Scholl Mfg. Co., Inc., 213 W. Schiller Street, Chicago 10, Ill.
**SCIUCCATI DI COZZI**—il DAVID, inc., P. O. Box 6, Westbury, Long Island City, New York—Wholesaler
**SCOOPIES** — Tiny Tot Shoe Co., 139 Maplewood Drive, Rochester 15, N. Y.
**SCOREMASTER** — L. N. Schwartz & Sons, Inc., 410-412 Cherry Street, Phila. 6, Pa.
**SCOTSMAN**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SCOTTIE VULCANIZED FOOTWEAR**—Scottie Shoe Co., 691 Lawrence Street, Lowell, Mass.
**SCOTTIE-TOTS**—Scottie Shoe Co., 691 Lawrence Street, Lowell, Mass.
**SCOUTER**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**SCUFF-DEBS**—Pad Abouts, Inc., 907 Broadway, N. Y., N. Y.
**SEA GULL** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.


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**SEALON**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**SEA NYMPH**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SEASIDE** — Hood Footwear Products, Watertown 72, Mass.
**SEA WITCH**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SEBAGO-MOCS**—Sebago-Moc Co., Mechanic Street, Westbrook, Maine
**SECRET**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SECURO FLEX**—J. J. Grover Shoe Co., Merrimac Square, Merrimac, Mass.
**SELBY ARCH PRESERVES** — United States Shoe Corp., 1658 Herald Avenue, Cincinnati 7, Ohio
**SELF-STARTERS** — The Carpenter Shoe Co., Inc., 161 Clarissa Street, Rochester 8, N. Y.
**SELL-PAT**—Shelby Shoe Co., 1152 E. Marion St., Shelby, N. C.
**SENOR**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SENORITA** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SENSATION**—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**SENTRY SAFETY SHOES** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SERVICE** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**SERVICE MASTERS** — International Shoe Co., Great Northern Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**SERVICE SHOES** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
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**SHARPSHOOTER** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.
**SHAW ARCH CORRECTORS** — M. T. Shaw, Inc., 52-70 Abbott Avenue, Coldwater, Mich.
**SHAW TRADE BUILDERS** — M. T. Shaw, Inc., 52-70 Abbott Avenue, Coldwater, Mich.
**SHEARL-EASE**—Comfort Products Co., 12 E. Worcester Street, Worcester 8, Mass.
**SHEARLING COZY TOES**—Mrs. Day's Ideal Baby Shoe Co., Inc., 20 Locust Street, Danvers, Mass.
**SHEBOYGAN**—Jung Shoe Mfg. Co., 620 S. 8th Street, Sheboygan, Wis.—Manufacturer-Wholesaler
**SHEFFIELD** — Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**SHELLBACK**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SHENANIGANS**—M. Cohen & Sons Shoe Co., Inc., 4315 Queens Street, Long Island City, N. Y.
**SHER-LEES** — Shields Slipper Corp., Main Street, Bombay, N. Y.
**SHERPA BOOT** — Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**SHIELD ARCH**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**SHIELD DESIGN** — Genesco 111 7th Avenue, N., Nashville, Tenn.
**SHINDIGS BY LLAMA**—Llama Slippers of California, 3175—17th Street, San Francisco 10, Calif.
**SHIPMATES** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SHOCK EASER**—Freeman Shoe Corp., Beloit, Wis.
**SHODWELL**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**SHOE KING**—Powell & Campbell, Inc., 122 Duane Street, N. Y., N. Y.—Wholesaler
**SHOEMAKERS TO A NEW GENERATION** — Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**SHOE OF GUARANTEED COMFORT, THE**—Allen-Edmonds Shoe Corp., 825 Main Street, Belgium, Wis.
**SHOE OF TOMORROW, THE**—Allen-Edmonds Shoe Corp., 825 Main Street, Belgium, Wis.
**SHOE PER MART**—Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**SHOES OF IRELAND LTD.**—Richard Dyner, 47 W. 34th Street, New York, N. Y.—Importer
**SHOO-ZEES**—Shoo-Zees Mfg. Co., Higginsport, Ohio
**SHOREWAY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SHORTBACK LAST**—The Julian & Kokenge Co., 280 S. Front Street, Columbus 15, Ohio
**SHOWER BOOTS**—B. F. Goodrich Footwear and Flooring Co., Watertown 72, Mass.
**SHOWER CADDY**—Principle Plastics, Inc., 1136 W. 135th Street, Gardena, Calif.
**SHOWER DUCK** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SHOWER TRED** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SHOW-OFFS** — Ed White Junior Shoe Co., Paragould, Ark.
**SHU BOOTS** — National Transparent Plastics Co., Div. of Servus Rubber Co., 51 Front Street, Springfield, Mass.

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**SHUFFLERS** — C. A. Grosvenor Shoe Co., Inc., 70 Central Street, Worcester 8, Mass.
**SHUFFLES** — Alco Ranch Washable Footwear Co., 324 S. Chadbourne Street, San Angelo, Texas.
**SHUGLOV**—B. F. Goodrich Footwear and Flooring Co., Watertown 72, Mass.
**SHURE-FLEX** — Edwards Shoes Inc., 314 N. 12th Street, Phila. 7, Pa.
**SHURE-FOOT** — Edwards Shoes Inc., 314 N. 12th Street, Phila. 7, Pa.
**SIDE GORE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SIDE-ZIP**—The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh, Wis.
**SIGNAL**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SIGNATURES**—Stone-Tarlow Co., Inc., 43 Enterprise Street, Brockton, Mass.
**SIGNET**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SIGNOR**—International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**SILHOUETTE**—Mercury Shoe Co. — Div. Deb Shoe Co., Washington (Pacific Road), Missouri
**SILHOUETTES BY FASHION-BILT** — Fashion-Bilt Shoe Co., 523 Cleary Street, Pontiac, Ill.
**SILKSHIRE**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SILVER LINE** — Rogers Bros. Shoes Inc., Rogers of Boston, 137 Kneeland Street, Boston 11, Mass.—Wholesaler
**SIMPLEX CO-ED**—Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**SIMPLEX FLEX-EZE**—Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**SIMPLEX FLEXIES** — Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**SIMPLEX FLEXI-PEDIC** — Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**SIMPLEX SHOES FOR BOYS**—Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**SIOUX**—Sufix Shoe Mfg. Co., 541 Shawmut Avenue, Boston 18, Mass.
**SIOUX-MOX** — Tru-Stitch Moccasin Corp., 40 Duane Street, Malone, N. Y.
**SIREN**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SIR LANCELOT**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SIR WALTER**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**SIR WALTER, JR.** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**SISTER ALMA**—J. J. Grover Shoe Co., Merrimac Square, Merrimac, Mass.
**SISTERS IN WHITE** — The Juvenile Shoe Corp. of America, Aurora, Missouri
**SIT'N BULL**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**SIX FOOTERS**—Bates Shoe Co., Park Street, Webster, Mass.
**SKAMPS**—International Shoe Co., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**SKEEVIE**—Bottom Dollar Industries, Inc., 715 Izard Street, Little Rock, Ark.
**SKIMMERS BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**SKI PEDS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SKIP-EZE** — Cedar Shoe Company, Bosocobel, Wis.
**SKIPPER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SKIPPITY-HOP**—John J. Yachett Shoe Co., 400 South Avenue, Rochester 20, N. Y.
**SKIPPY**—Skippy Footwear Corp., West Hazleton, Pa.
**SKI PRO**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**SKI-REST**—Shields Slipper Corp., Main Street, Bombay, N. Y.
**SKOGS** — Bottom Dollar Industries, Inc., 715 Izard Street, Little Rock, Ark.
**SKOKIES**—Howard & Foster Co., Inc., 160 Pleasant Street, Brockton, Mass.
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**SKOS**—Allen-Edmonds Shoe Corp., 825 Main Street, Belgium, Wis.

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**SKY PATROL**—S. Goldberg & Co., Inc., 20 E. Broadway, Hackensack, N. J.
**SKYRIDER**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SKYRIDERS SHOES FOR BOYS** — Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**SKYTROOPER**—Red Wing Shoe Co., 113-129 Main Street, Red Wing, Minn.
**SLACKTATOR** — Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**SLACMATE**—Ross Shoes, Inc., 2 Washington Street, North Reading, Mass.
**SLEIGHBELLES** — Belgrade Shoe Co., Old Hotel Road, Auburn, Maine
**SLEEPY JOE**—Howard & Foster Co., Inc., 160 Pleasant Street, Brockton, Mass.
**SLEEPY-TIME** — S. Goldberg & Co., Inc., 20 E. Broadway, Hackensack, N. J.
**SLEIGH BOOT** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SLENDERLINE**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**SLIMBAK**—Powell & Campbell, Inc., 122 Duane Street, N. Y., N. Y. — Wholesaler
**SLIPPERCRAFT**—M. Gordon Shoe Co., Inc., 495 Union Street, Lynn, Mass.
**SLIPPERETTE STRETCH SLIPPERS**—Ripon Knitting Works, P. O. Box 50, Ripon, Wis.
**SLIPPER-GLO**—M. Gordon Shoe Co., Inc., 495 Union Street, Lynn, Mass.
**SLIPPER-ONS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SLIPPERS BY SWAN**—Swan Shoe Co., Inc., 3001 E. Madison Street, Baltimore 5, Md.
**SLIP SLACK**—House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**SLIX**—Torch Rubber Co., Inc., 1302 Inwood Avenue, New York 52, N. Y.
**SLOUCHOS**—David-Russell Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**SLUGGER**—Red Wing Shoe Co., 113-129 Main Street, Red Wing, Minn.
**SMARTAIRE FOOTWEAR** — Brown Shoe Co., Inc., St. Louis 18, Mo.
**SMART FOOTWEAR** — The Charles Meis Shoe Co., 137 W. 4th Street, Cinn. 2, Ohio—Wholesaler-Importer
**SMARTIES**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SMART MAID**—International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler

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**SMART STEPS**—Huth-James Shoe, Inc., 1039 S. Second Street, Milwaukee 4, Wis.
**SMASH HITS**—Johansen Bros. Shoe Co., Inc., 3642 Laclede Avenue, St. Louis 8, Mo.
**SMITEZE** — Great Lakes Shoe Co., Oconto, Wis.
**SMOOTHIES**—The Juvenile Shoe Corp. of America, Aurora, Missouri
**SNAPARETTE**—The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh 1, Wis.
**SNEAKS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNEEX** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNO BIRDS** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNO BOOT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNOBOOTS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNOETTE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNO-GO**—Huth-James Shoe, Inc., 1039 S. Second Street, Milwaukee 4, Wis.
**SNO LITE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNO NYMPH**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNO-SHU**—Plastix Footwear Corp., 1600 S. Flower Street, Los Angeles 15, Calif.
**SNO-SPRITE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNO-STEPS**—B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**SNO TREDS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNOW LADY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SNOW PAL**—Ross Shoes, Inc., 2 Washington Street, North Reading, Mass.
**SNOW QUEEN**—Ross Shoes, Inc., 2 Washington Street, North Reading, Mass.
**SNUGFUT**—Novelty Slipper Co., Inc., 1328 Broadway, New York, N. Y.
**SNUGGINS** — Nohel Mfg. Corp., 50 Aleppo Street, Providence, R. I.
**SNUGGLERS** — Weiss-Lawrence, Inc., Dover, N. H.
**SNUGS**—Hood Footwear Products, Watertown 72, Mass.
**SNUGSTER**—Freeman Shoe Corp., Beloit, Wis.
**SNYDER STANDARD**—M. L. Snyder & Son, Inc., 2402 N. Jasper Street, Phila., Pa.—Wholesaler
**SOCIALITES**—United States Shoe Corp., 1658 Herald Avenue, Cinn. 7, Ohio
**SOCIETY**—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo. —Manufacturer-Wholesaler
**SOCKET-FIT**—Stover & Bean Co., 249 Dutton Street, Lowell, Mass.
**SOCKET-FIT SHOE, THE**—Stover & Bean Co., 249 Dutton Street, Lowell, Mass.
**SOF-LIGHTS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SOFTEES** — Medic Shoe Mfgrs., Inc., 1212 Wood Street, Phila. 7, Pa.
**SOFTEX INSOLES**—Alco Ranch Washable Footwear Co., 324 S. Chadbourne Street, San Angelo, Texas
**SOFT-FLEX**—Hubbard Shoe Company, Inc., East Rochester, N. H.
**SOFTIE** — Bottom Dollar Industries, Inc., 715 Izard Street, Little Rock, Ark.
**SOFTLIGHTS**—Hamilton Shoe Co., 2107 Lucas Avenue, St. Louis 3, Mo.
**SOFTLINGS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SOF-T-MOC**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton, Mass.

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**SOF-T-MOC**—Well-Built Shoe Co., 60 N. Bow Street, Milford, Mass.
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**SOFT WALK**—Knipe Bros.—Ward Hill Shoes, Inc., Gardiner, Maine
**SOHARI**—Johansen Bros. Shoe Co., Inc., 3642 Laclede Avenue, St. Louis 8, Mo.
**SOLACE**—The Charles Meis Shoe Co., 137 W. 4th Street, Cinn. 2, Ohio—Wholesaler-Importer
**SOLAIRE**—LaCrosse Rubber Mills Co., LaCrosse, Wis.
**SOLEMATES** — Stepping Stone Shoes, Div. of Lucille Ftwr. Co., 2000 Mill Lane, Williamsport, Pa.
**SO-LITE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SOFT PEDAL**—International Shoe Co., Queen Quality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**SOFT SHELLS BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**SOFT STEP**—B & B Shoe Co., 226 W. Schiller Street, Chicago, Ill.
**SOFT STEP** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**SOFT STEPS**—Pioneer Shoe Company, 35 Holden Street, Minneapolis 2, Minn.
**SOFT SUITERS**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**SOFT TONES BY NATURAL BRIDGE**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**SOMMER & KAUFMAN**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SONGO**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**SONGO-JUNIOR SPORTS**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**SONGOS**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**SONGO SOFTIES** — Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**SOPHISTICATES BY PRIMA** — Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**SOUBRETTES BY NICCOLINI**—Broitman-Gaffin Shoes, Inc., 146 Duane Street, N. Y., N. Y.—Wholesaler
**SOUTHERN GENTLEMEN** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SOUTH SEA SANDAL**—Freeman Shoe Corp., Beloit, Wis.
**SPACE BALS**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**SPACE BOOTS** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SPACE PACERS** — The Charles Meis Shoe Co., 137 W. 4th Street, Cincinnati 2, Ohio—Wholesaler-Importer
**SPACE SCOUT**—Sufix Shoe Mfg. Co., 541 Shawmut Avenue, Boston 18, Mass.
**SPALDING AIR-FLITE**—B. A. Corbin & Son Co., 110 Pleasant Street, Marlboro, Mass.
**SPALDING YOUNGSTAR**—B. A. Corbin & Son Co., 110 Pleasant Street, Marlboro, Mass.
**SPARKLE TOES DESIGNED BY ALEXIS**—Weber Shoe Co., Inc., Box 278, Tipton, Mo.
**SPARTAN**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**SPARTAN BRAND**—House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**SPATULA LAST**—Hamilton Shoe Co., 2107 Lucas Avenue, St. Louis 3, Mo.
**SPERRY TOP-SIDER** — Sperry Top-Sider, Box 338 G, Naugatuck, Conn.
**SPINELESS**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**SPINNER & SHOT**—H. H. Brown Shoe Co., Inc., 45 Grand Street, Worcester, Mass.
**SPIRAL BOOT** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SPIRAL SHOE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SPONGE LITES** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SPONGE-TRED**—Stepping Stone Shoes, Div. Lucille Ftwr. Co., 2000 Mill Lane, Williamsport, Pa.
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**SPORT-AID**—Old Colony Shoe Co., 84 E. Railroad Avenue, Brockton, Mass.
**SPORT & TRAVEL**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SPORTCASTERS**—Northeast Shoe Co., 179 Lincoln Street, Boston, Mass.
**SPORTETTE**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**SPORTEES**—A. N. Wolf Shoe Co., 117 N. 3rd Street, Denver, Pa.
**SPORTINBACK** — Ephrata Shoe Co., Ephrata, Pa.
**SPORT KING**—Berned Shoe Co., 207 Essex Street, Boston 11, Mass.
**SPORT LIFE**—Herbst Shoe Mfg. Co., Box 2005, Milwaukee 1, Wis.
**SPORT LIFE ARCH FEATURE** — Herbst Shoe Mfg. Co., Box 2005, Milwaukee 1, Wis.
**SPORT-LITES** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SPORTMASTER** — L. N. Schwartz & Sons, Inc., 410-412 Cherry Street, Phila. 6, Pa.
**SPORTMASTER** — A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**SPORTOCASIN**—G. H. Bass & Co., Wilton, Maine
**SPORT PEDS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SPORT QUEEN**—Berned Shoe Co., 207 Essex Street, Boston 11, Mass.
**SPORTSCAR BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio—Manufacturer-Wholesaler
**SPORTSMAN** — Bottom Dollar Industries, Inc., 715 Izard Street, Little Rock, Ark.
**SPORTSTERS**—A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**SPORTSTERS**—A. J. Tucker & Son, Inc., 457½ S. Main Street, S. Brewer, Maine
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**SPORTS-WEAR** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
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**SPORT-WAY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SPREES**—B G S Shoe Corporation, Mill Yard at Stark Street, Manchester, N. H.

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**SPRINGFAST**—The Rubber Corp. of Calif., 10631 Stanford Avenue, Garden Grove, Calif.
**SPRING-STEPS** — True Quality Shoe Co., Inc., 90 Mill Street, Rochester 14, N. Y.
**SQUADRON** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SQUARE RIGGER** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SQUASH HEELS**—A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**SQUIRES**—David-Russell Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**STACY-ADAMS** — Stacy-Adams Company, 33 Dover Street, Brockton 62, Mass.
**STADIUM**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**STADIUM BOOT** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**STADIUM BOOT JRS.** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**STADIUM JRS.** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**STADIUM MIKLEK BOOTS** — Shields Slipper Corp., Main Street, Bombay, N. Y.
**STAG-LINE**—David-Russell Shoes, Inc., 865 Islington Street, Portsmouth, N. H.
**STALLION**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**STAND BY**—Standard Shoe Making Co., 15 Cornhill Street, Boston 8, Mass.
**STANFORD**—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**STANLEY PHILIPSON**—Stanley Philipson, 92 Bogart Street, Brooklyn 6, N. Y.
**STAN TOM**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**STA-ON-MOCS**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**STAR BRAND SHOES** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**STARGLOW** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**STARLETTES**—D. Myers & Sons, Inc., Sherwood & Curtain Avenues, Baltimore 18, Md.—Wholesaler
**STARLIFTS** — Broitman-Gaffin Shoes, Inc., 146 Duane Street, N. Y., N. Y.—Wholesaler
**STAR LITERS** — Midwest Footwear, Inc., Sullivan, Mo.
**STARS BY KNIGHT**—Knight Slipper Sales Corp., 235 36th Street, Brooklyn, N. Y.
**STAR VALUE**—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**STATESMAN**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**STATE STREET** — Ambassador Shoe Corp., Mill Street, Webster, Mass.
**STATLER DRESS SHOES** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**STATLER SUPER SERVICE SHOES**—Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**STAT-O-SOLE**—International Shoe Co., Hy-Test Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**STATURAID SHOES**—Joseph Burger, 781 E. 148th Street, New York 54, N. Y.
**STEEPLE JACK SERVICE SHOES**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**STELLER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**STEP-ELATOR**—Brown Shoe Co., Inc., St. Louis 18, Mo.
**STEP MASTER SHOES**—Step Master Shoes, Inc., Greenup, Ill.
**STEPPER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**STETSONIAN**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
**STETSON RELAY**—The Stetson Shoe Co., Inc., 541 Main Street, So. Weymouth 90, Mass.
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**STOCKADE SERVICE SHOES** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**STONE MOUNTAIN SHOES**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**STORMETTE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**STORMEZE**—Torch Rubber Co., Inc., 1302 Inwood Avenue, New York 52, N. Y.
**STORM SEAL'D**—Charles Chester Shoe Co., Brockton 64, Mass.
**STORM-SEAL'D**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**STORM SEALED HEAVYWEIGHTS**—Freeman Shoe Corp., Beloit, Wis.
**STORYBOOK** — Genesco, 111 Seventh Avenue, North, Nashville 3, Tenn.
**STORYBOOK CUSHION FOUNDATION SHOES**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**STOUT-FLEX**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**STOVER & BEAN**—Stover & Bean Co., 249 Dutton Street, Lowell, Mass.
**STOWAWAY**—M. L. Snyder & Son, Inc., 2402 N. Jasper Street, Phila., Pa.—Wholesaler
**STRAIGHT-LAST**—Edward Shoes Inc., 314 N. 12th Street, Phila. 7, Pa.
**STRAIT-STEPS** — Strait-Step Shoes, Inc. 540 S. Cherry Street, Myerstown, Pa.
**STRAPPER**—Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**STRATE-ARROW**—S. Waterbury & Son Co., 1212 Wood Street, Phila., Pa.
**STREAMLINE**—Tyer Rubber Co., 10 Railroad Street, Andover, Mass.

**STREETER SYSTEM SHOE** — Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**STRETCH-EEZ**—Weiss-Lawrence, Inc., Dover, N. H.
**STRIDER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**STRIDER**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**STRIDE RITE FIRSTIE, THE** — The Green Shoe Mfg. Co., 960 Harrison Avenue, Boston 18, Mass.
**STRIDE RITE SHOE, THE**—The Green Shoe Mfg. Co., 960 Harrison Avenue, Boston 18, Mass.
**STRIKE**—A. Jacobs and Sons Co., Inc., 162 Eastern Avenue, Lynn, Mass.
**STRI-KING** — Great Lakes Shoe Co., Oconto, Wis.
**STROLLER**—L. B. Evans' Son Co., Water Street, Wakefield, Mass.
**STRUTS**—Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
**STURDEE STILE**—Huth-James Shoe, Inc., 1039 S. Second Street, Milwaukee 4, Wis.
**STURDILINE**—Roberts-Hart, Inc., 92 Water Street, Keene, N. H.
**STURDY**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**STURDY BOY**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**STYLEADER** — Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**STYLE ARCH**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**STYLE-BILT**—Fashion-Bilt Shoe Co., 523 Cleary Street, Pontiac, Ill.
**STYLE MASTER**—Footwear Corp., 3540 Pleasant Valley Rd., Nashville, Tenn.
**STYL-FIT**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**STYLISH STEPPERS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**STYL-PLUS**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**SUAVE SADDLES-BY DEEVERS** — Deevers Shoe Co., Lutesville, Mo.
**SUBURBAN HEIGHTS**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**SUBURBANITE GLOV-ETTS BY DODSON FISHER** — Dodson Fisher Co., 255 E. Kellogg Boulevard, St. Paul 1, Minn.
**SUBURBAN LOUNGERS** — The Scholl Mfg. Co., Inc., 213 W. Schiller Street, Chicago 10, Ill.
**SUCCESS** — International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**SUDAN**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SUE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SUEDETTES** — Bottom Dollar Industries, Inc., 715 Izard Street, Little Rock, Ark.
**SUFIX**—Sufix Shoe Mfg. Co., 541 Shawmut Avenue, Boston 18, Mass.
**SUGARFOOTS** — Sbicca of California, 2620 N. Rosemead Boulevard, El Monte, Calif.
**SULGRAVE**—Nunn-Bush Shoe Co., 2822 N. 5th Street, Milwaukee 1, Wis.
**SUMMER SANS**—Bay Bee Shoe Co., Inc., Hillcrest Street, Dresden, Tenn.
**SUMMERTIME SANDALS** — Bay Bee Shoe Co., Inc., Hillcrest Street, Dresden, Tenn.
**SUMMERTIME SERIES**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SUN-AIR**—B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**SUN BATH**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SUNDECKERS**—Jo-An Shoe Mfg. Co., Inc., 629 E. 19th Street, Paterson, N. J.
**SUNDIAL** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**SUNDIAL MARK TWAIN** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**SUNDIAL SHOES**—International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**SUNDIP SANDAL**—Reece Wooden Sole Shoe Co., 13th Street & 41st Avenue, Columbus, Neb.
**SUN EASE**—The Charles Meis Shoe Co., 137 W. 4th Street, Cincinnati 2, Ohio—Wholesaler-Importer
**SUN GARDS BY LITTLE YANKEE**—Sam Smith Shoe Corp. (The Yankee Shoemakers), Main Street, Newmarket, N. H.
**SUN-GLO SANDALS**—Hoy Shoe Co., Inc., 1128 Locust Street, St. Louis, Mo.
**SUN PAL SANDAL**—Ross Shoes, Inc., 2 Washington Street, North Reading, Mass.
**SUN-SAN SANDALS** — Hoy Shoe Co., Inc., 1128 Locust Street, St. Louis Mo.
**SUN SLACKS** — Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**SUN-STAINED** — The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**SUN-STEPS**—B. F. Goodrich Footwear and Flooring Co., Hood Footwear Products, Watertown 72, Mass.
**SUN STRIDE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SUN TANS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SUN VALLEY**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SUPER BROGUE** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**SUPER CHIEF**—O'Donnell Shoe Co., Inc., 587 Washington Street, Lynn, Mass.
**SUPER DUDES** — Seaboard National Shoe Co., 22 S. Hanover Street, Baltimore 1, Md.—Manufacturer-Wholesaler
**SUPER FOAMTRED** — Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**SUPERIOR**—Powell & Campbell, Inc., 122 Duane Street, N. Y., N. Y. — Wholesaler
**SUPER KORT KING**—Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**SUPER KORT QUEEN**—Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**SUPER-PEDIC** — Edwards Shoes Inc., 314 N. 12th Street, Phila. 7, Pa.
**SUPER SIOUX-MOX**—Tru Stitch Moccasin Corp., 40 Duane Street, Malone, N. Y.
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**SUPER STRIKE**—A. Jacobs and Sons Co., Inc., 162 Eastern Avenue, Lynn, Mass.
**SUPOR DUPOR OXFORD**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SUPREME FASHION** — Nu-Way Shoe Co., Inc., 142 Duane Street, New York 13, N. Y.—Wholesaler
**SUPREX** — Hood Footwear Products, Watertown 72, Mass.
**SURE REST** — C. A. Grosvenor Shoe Co., Inc., 70 Central Street, Worcester 8, Mass.
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**SURF CLUB**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SURFSHU**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SURF STAR**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SURVIVAL**—Red Wing Shoe Co., 113-129 Main Street, Red Wing, Minn.
**SUSAN-ETTES**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**SUSAN STRONG**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**SWAGGER BOOT**—L. B. Evans' Son Co., Water Street, Wakefield, Mass.
**SWAGS**—Danvers Shoe Co., Inc., West Hancock Street, Manchester, N. H.
**SWANK**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**SWANKEES**—Rogers Bros. Shoes Inc., Rogers of Boston, 137 Kneeland Street, Boston 11, Mass.—Wholesaler
**SWEEPSTAKE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**SWEETBRIAR**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**SWEET SIOUX**—Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
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**TARGET**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
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**TARSO SUPINATOR** — M. J. Markell Shoe Co., Inc., 332 Broadway, Yonkers, N. Y.—Wholesaler
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**TAYLOR-MADE JUNIORS**—E. E. Taylor Shoe Corp., 18 Mill Street, Freeport, Maine
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**TED SAVAL**—Genesco, 111 7th Avenue, North, Nashville 3, Tenn.
**TED SAVAL**—Ted Saval Inc., 1500 S. Broadway, Los Angeles, Calif.
**TED WILLIAMS ROD & GUN**—E. E. Taylor Shoe Corp., 18 Mill Street, Freeport, Maine
**TEE GEEZ**—Lissack & Co., 100 Sawyer Street, New Bedford, Mass.
**TEENAGE**—Brown Shoe Co., St. Louis, Mo.
**TEEN - AIRE** — Imperial Footwear, South Main Street, Farmington, N. H.
**TEENERS** — Rogers Bros Shoes Inc., Rogers of Boston, 137 Kneeland Street, Boston 11, Mass.—Wholesaler
**TEENERS BY HURD**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**TEENETTES**—Weymouth Shoe Co., 22 Park Street, Lewiston, Maine
**TEEN TRAVELER**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**TEE-WA**—Moose River Shoe Co., Inc., 417 N. Main Street, Old Town, Maine
**TEJAS MOCCASIN, THE**—Baugh's 2102 South 1st, Temple, Texas
**TELEVISION BOOT**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TEL-FLEX**—E. W. Teltscher, Inc., 20 W. 47th Street, New York 36, N. Y.—Manufacturer-Importer
**TEMPO**—Advance Theatrical Shoe Co., 32 W. Randolph Street, Chicago, Ill. —Wholesaler
**TENA DE PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**TENNY - C - MAID BY BOOT - STER**—Boot-ster Mfg. Co., Inc., 120 S. First Street, Clarksville, Tenn.
**TERRIER**—Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**TERRIES**—Frank H. Pfeiffer Co., Inc., 79 Beacon Street, Worcester, Mass.
**TERRY** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**TERRY**—Terry Footwear Corp., 1309 Cromwell Avenue, N. Y., N. Y.
**TERRY HARPER** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**TERRY TUFFIES**—Alco Ranch Washable Footwear Co., 324 S. Chadbourne Street, San Angelo, Texas
**TEX-ANNS**—Donn's, Inc., 222 N. Chadbourne Street, San Angelo, Texas—Manufacturer-Wholesaler
**TEXAS**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
**TEXAS CUSTOM**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
**TEXAS EAGLE**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
**TEXAS IMPERIAL**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
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**TEXAS RANGER**—Sufix Shoe Mfg. Co., 541 Shawmut Avenue, Boston 18, Mass.
**TEXAS ROPERS**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
**TEXAS SPECIAL**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
**TEXAS TUFFIES**—Alco Ranch Washable Footwear Co., 324 S. Chadbourne Street, San Angelo, Texas
**TEXAS WELLINGTONS**—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
**TEX-JEANS**—Donn's, Inc., 222 N. Chadbourne Street, San Angelo, Texas—Manufacturer-Wholesaler
**TEX MOC**—Texas Sandal Mfg. Co., 3724 Commerce Street, Fort Worth, Texas
**THEATRICALS BY BERNED**—Berned Shoe Co., 207 Essex Street, Boston 11, Mass.
**THERAPEDIC SHOE, THE** — Rich Therapedic Shoe Laboratories, Inc., 175 Madison Avenue, New York, N. Y.
**THERAPEDS** — Rich Therapedic Shoe Laboratories, Inc., 175 Madison Avenue, New York, N. Y.
**THERMIC BOOT-TOTES**—So-Lo Marx Rubber Co., Loveland, Ohio
**THERMIC PARKA-TOTES** — So-Lo Marx Rubber Co., Loveland, Ohio
**THERMIC SUIT-TOTES**—So-Lo Marx Rubber Co., Loveland, Ohio
**THERMOBOOT**—Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.
**THERMO-KING** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**THERMO-LOGS**—Danner Shoe Mfg. Co., 4073 N. Williams Avenue, Portland 17, Oregon
**THERMO-SHU**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**THERMO-TREDS** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**THEY'RE TOPPS** — Topp's Lambskin Fashions, Inc., 312 N. Perry Street, Johnstown, N. Y. — Manufacturer-Wholesaler
**THIRTY THREES** — Heydays Shoes Inc., 2032 Locust Street, St. Louis 3, Mo.
**THIS IS THE TOUCH OF EDITH HENRY**—Lucky Stride Shoes, Inc., 322 Union Street, Maysville, Kentucky
**THOMAS CORT CUSTOM**—E. E. Taylor Shoe Corp., 18 Mill Street, Freeport, Maine
**THOMPSON SHOE, THE**—Howard & Foster Co., Inc., 160 Pleasant Street, Brockton, Mass.
**THOROGOOD**—Albert H. Weinbrenner Co., 2025 N. Summit Avenue, Milwaukee, Wis.
**300 BLUE RIBBON LINE** — Gotham Shoe Mfg. Co., Inc., 126 Park Avenue, Binghamton, N. Y.
**3-CUSHION RES-TREAD** — Freeman Shoe Corp., Beloit, Wis.
**3-DIMENSION FIT** — Freeman Shoe Corp., Beloit, Wis.
**3000 LINE**—Gotham Shoe Mfg. Co., Inc., 126 Park Avenue, Binghamton, N. Y.
**THRIFTEE**—Gotham Shoe Mfg. Co., Inc., 126 Park Avenue, Binghamton, N. Y.
**THRIFTY STEPS**—Step Master Shoes, Inc., Greenup, Illinois
**THRILLMATES BY REX**—Rex Shoe Co., Inc., 209 W. 33rd Street, New York 1, N. Y.
**THUNDER-JETS** — Genesco, 111 7th Avenue, N, Nashville, Tenn.
**THYRA OF CALIFORNIA**—Thyra of California, 7500 Deering Avenue, Canoga Park, Calif.
**TIMBERLINE**—Danner Shoe Mfg. Co., 4073 N. Williams Avenue, Portland 17, Oregon
**TICK TOCK**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**TINA**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TINA-MITES**—Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**TINGLEY**—Tingley Rubber Corp., 903 Ross Street, Rahway, N. J.
**TINGLEY SEALS** — Tingley Rubber Corp., 903 Ross Street, Rahway, N. J.
**TINGLEY TOES** — Tingley Rubber Corp., 903 Ross Street, Rahway, N. J.
**TINKER TOT**—Conaway Winter Inc., Willow Springs, Mo.
**TINKLE BELLS**—Bottom Dollar Industries, Inc., 715 Izard Street, Little Rock, Ark.

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THE Packard SHOE
ALWAYS IN GOOD STANDING
THE Thompson SHOE
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Howard & Foster Shoe Co., Brockton, Mass.

**TINY BEAR**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TINY TITAN**—Dauphin Shoe Co., 345 Carlisle Street, Harrisburg, Pa.
**TINY TODDLE**—Hahn Shoe Mfg. Co., 1615 W. Indiana Avenue, Phila. 32, Pa.
**TINY TOTS** — Tiny Tot Shoe Co., 139 Maplewood Drive, Rochester 15, N. Y.
**TIP TOE**—Barry Mfg. Co., Inc., 8 Summer Street, Lynn, Mass.
**TIRELESS TREAD**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**TODDLERS** — International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**TODDLE TOES**—Powell & Campbell, Inc., 122 Duane Street, N. Y., N. Y.—Wholesaler
**TODLINS**—Edwards Shoes Inc., 314 N. 12th Street, Phila. 7, Pa.
**TOD-L-MOC**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**TOE-TOASTERS**—Sherman Bros. Mfg. Co., 7 Webster Street, South Norwalk, Conn.
**TOE TRAINERS**—Powell & Campbell, Inc., 122 Duane Street, N. Y., N. Y.—Wholesaler
**TOGA** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TOMAHAWK**—International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**TOM-A-MOC** — Ross Shoes, Inc., 2 Washington Street, North Reading, Mass.
**TOM SWIFT**—Herbst Shoe Mfg. Co., Box 2005, Milwaukee 1, Wis.
**TOM SWIFT ARCH FEATURE**—Herbst Shoe Mfg. Co., Box 2005, Milwaukee 1, Wis.
**TOM TERRY** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.

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SHOES FOR THE FORMATIVE YEARS
TRIMFOOT COMPANY FARMINGTON, MO.

Trimfoot Baby Deer
SHOES FOR THE FORMATIVE YEARS
TRIMFOOT COMPANY FARMINGTON, MO.

**TOM TERRY, JR.** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**TOMMY TUCKERS** — Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesalers
**TONI PALLETTE ORIGINALS** — Pal Mfg. Co., 3405 Glendale Boulevard, Los Angeles, Calif.—Wholesaler
**TONY LAMA**—Atkinson Boot Shop, Box 173, Trenton, Mo.
**TONY LAMA BOOTS**—Tony Lama Co., Inc., 209-219 S. Oregon, El Paso, Texas—Manufacturer-Wholesaler
**TOPCRAFT** — Sam Smith Shoe Corp. (The Yankee Shoemakers), Main Street, Newmarket, N. H.
**TOPS**—Bristol Mfg. Corp., 54 Buttonwood Street, Bristol, R. I.
**TOP SCORER BASKETBALL** — Randolph Mfg. Co., Inc., 32 So. Main Street, Randolph, Mass.
**TOP-SIDER** — Sperry Top-Sider, Box 338G, Naugatuck, Conn.
**TOPS IN TAPS** — Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**TOREADOR**—Nina Footwear Co., Inc., 89 W. 3rd Street, New York 12, N. Y.
**TORRENTINO**—Vogue Shoe, Inc., 3660 S. Hill Street, Los Angeles 7, Calif.
**TOUCH OF EDITH HENRY, THE**—Lucky Stride Shoes, Inc., 322 Union Street, Maysville, Kentucky
**TOUGH WEAR**—Powell & Campbell, Inc., 122 Duane Street, N. Y., N. Y.—Wholesaler
**TOURNAMENT** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TOWER TROTTERS**—Tower Shoe Mfg. Corp., 241 Taaffe Place, Brooklyn, N. Y.
**TOWN & COUNTRY**—Town & Country Shoes, Inc., 201-203 N. Missouri Street, Sedalia, Mo.
**TOWN & DESERT**—Sbicca of California, 2620 N. Rosemead Boulevard, El Monte, Calif.
**TOWN AND TRAVEL** — The Muskin Shoe Co., 1444 Belvedere Street, Baltimore 2, Md.
**TOWN & TRAVEL** — Riverside Shoe Corp., North Street, Millersburg, Pa.
**TOWNETTES** — The Maytown Shoe Mfg. Co., Inc., Queen & Elizabeth Streets, Maytown, Pa.
**TOWNHOUSE SHOES** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**TOWNLINER** — Hubbard Shoe Company, Inc., East Rochester, N. H.
**TOWN-SHU** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TOWN SQUIRES**—Freeman Shoe Corp., Beloit, Wis.
**TOWNSTREET**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**TOWN RUSTICS** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**TOWN WALKER**—Irving Drew Shoe Corp., Forest Rose & Mulberry Streets, Lancaster, Ohio
**TRACTOR**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TRAFFIC**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TRAIL-BLAZER** — Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**TRAIL MAKER** — Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Me.
**TRAIL-MOCS**—Songo Shoe Mfg. Corp., 34 Diamond Street, Portland, Maine
**TRAMPS**—Freeman Shoe Corp., Beloit, Wis.
**TRAVEL AID** — Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**TRAVELAIRE**—Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**TRAVELITE**—Simplex Shoe Mfg. Co., 102 E. Keefe Avenue, Milwaukee, Wis.
**TRAVELITES**—M. K. Weil Shoe Co., 1215 Washington Avenue, St. Louis 3, Mo.—Wholesaler
**TRAVEL - MOCCS** — Shields Slipper Corp., Main Street, Bombay, N. Y.
**TRAVELOGS**—Genesco, 111 7th Ave. N., Nashville, Tenn.
**TRAVELONS**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**TRAVEL PAL** — Travel-Pal Novelty Mfg. Corp., 57 E. 11th Street, New York 3, N. Y.
**TREADEASY SHOES**—P. W. Minor & Son Inc., Batavia, N. Y.
**TREAD-TESTED** — Genesco, 111 7th Avenue, N., Nashville, Tenn.
**TREASURE CHEST**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**TREDFLEET**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**TRED-LITE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TRED-PEDS** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TREDS**—Woodsco, Inc., 2825 Highland Avenue, Cincinnati 12, Ohio
**TRES JOLIES**—Penobscot Shoe Co., 179 Lincoln Street, Boston 11, Mass.
**TRES-LO**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**TRIBALANCE SHOES** — Foot-So-Port Shoe Co., Div. Musebeck Shoe Co., Forest & Westover Streets, Oconomowoc, Wis.
**TRIBALANCE**—Hack Shoe Co., 28 W. Adams Avenue, Detroit, Mich.—Wholesaler
**TRIMFOOT** — Trimfoot Co., Trimfoot Terrace, Farmington, Mo.
**TRIM-TRED** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**TRINITY**—Powell & Campbell, Inc., 122 Duane Street, N. Y., N. Y.—Wholesaler
**TRIOS**—International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**TRIPLEWEAR**—A. J. Beford Shoe, Inc., Kline Street, Lititz, Pa.
**TRITOMIC SAFETY SHOE**—John Addison Footwear, Inc., 49 Cotting Avenue, Marlboro, Mass.
**TROPHY** — International Shoe Co., Great Northern Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**TROTTER**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TROUSER-TOTES**—So-Lo Marx Rubber Co., Loveland, Ohio
**TROYLINGS** — Lown Shoes Inc., 67 Minot Avenue, Auburn, Me.
**TRU-BILT** — Truitt Brothers, Inc., Pleasant Street, Belfast, Maine
**TRUBILT-MOC**—Truitt Brothers, Inc., Pleasant Street, Belfast, Maine
**TRUESTEPS**—True Quality Shoe Co., Inc., 90 Mill Street, Rochester 14, N. Y.
**TRUE STEP SHOES**—Dunn and McCarthy, Inc., Auburn, N. Y.
**TRU-FIT**—Skow Moccasins, Inc., Poplar Street, Box 70, Skowhegan, Me.
**TRU FLEX** — Truitt Brothers, Inc., Pleasant Street, Belfast, Maine
**TRU MOCC BY TRU-STITCH** — Tru-Stitch Moccasin Corp., 40 Duane Street, Malone, N. Y.
**TRU-MOCS BY PHYLLIS**—Phyllis Shoe Co., Inc., 95 Bridge Street, Lowell, Mass.
**TRU-MOLD**—Tru-Mold Shoes, Inc., 653 Main Street, Buffalo 3, N. Y.
**TRU-MOLD SHOES**—Ex-Ac-Toe Lab., 40 E. Eagle Street, Buffalo, New York
**TRU-PED-IC** — Doyle Shoe Co., Cor. Warren Ave., & Pleasant Streets, Brockton, Mass.
**TRU-REST** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**TRU-VALUE** — Knipe Bros.-Ward Hill Shoes, Inc., Gardiner, Maine
**TRUWALK**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**TRYLE WALK**—Miller Shoe Co., Inc., 4015 Cherry Street, Cincinnati 23, Ohio
**TUFFER**—International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**TUFFLITE** — Craddock - Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**TUFF SOLE** — Pad Abouts, Inc., 907 Broadway, N. Y., N. Y.
**TUFF WEAR**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**TUFFY**—Red Wing Shoe Co., 113-129 Main Street, Red Wing, Minn.
**TUFNUT**—The Juvenile Shoe Corp. of America, Aurora, Missouri
**TUF-TEX** — International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**TUMBLIN TIM**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**TURNPIKE, THE**—International Shoe Co., Vitality Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**TURTLENECKS, THE** — Weiss-Lawrence, Inc., Dover, N. H.
**TWEEDETTES** — Tweedie Footwear Corp., Jefferson City, Mo.
**TWEEDIES**—Tweedie Footwear Corp., Jefferson City, Mo.
**TWEEDIES ALLURING FOOTWEAR**—Tweedie Footwear Corp., Jefferson City, Mo.
**TWEEDIES SUBURBANS** — Tweedie Footwear Corp., Jefferson City, Mo.
**TWEENS BY GOLO**—Golo Footwear Corp., 350 5th Avenue, New York, N. Y.
**TWENTY-ONES**—Genesco, 111 7th Avenue, N, Nashville, Tenn.
**TWILIGHT COMFORTS**—C. A. Grosvenor Shoe Co., Inc., 70 Central Street, Worcester 8, Mass.
**TWINKLES** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**TWINKLE TOES**—Powell & Campbell, Inc., 122 Duane Street, New York, N. Y.—Wholesaler
**TWISPER**—Culver Mfg. Co., Inc., Erin, Tenn.
**TWIXIES**—D. Myers & Sons, Inc., Sherwood & Curtain Aves., Baltimore 18, Md.—Wholesaler
**TWIXTEENS**—D. Myers & Sons, Inc., Sherwood & Curtain Avenues, Baltimore 18, Md.—Wholesaler
**TWO GUN RANDY**—Randolph Mfg. Co., Inc., 32 S. Main Street, Randolph, Mass.
**TWO PLANE**—Genesco, 111 7th Avenue N., Nashville, Tenn.
**TYER RUBBER FOOTWEAR** — Tyer Rubber Co., 10 Railroad Street, Andover, Mass.
**TY-MOC** — Sebago-Moc. Co., Mechanic Street, Westbrook, Me.
**TY-ROLER**—House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**TYRON**—Tyer Rubber Co., 10 Railroad Street, Andover, Mass.

## U

**UNIFLEX** — Newbury Shoe Corp., 1 Charles Street, Newburyport, Mass.
**UNION BRAND**—Buffalo Shoe Mfg. Co., 1124 Eastlake Avenue, Seattle 9, Wash.
**U. S. BOOSTERETTE**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. BOOSTER**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. CHAMPION OXFORDS**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. ESKILOOS**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. FLYWEIGHT FISHING BOOTS**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. GAYTEES**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. INSULAIR**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. INSULAIR GAYTEES** — United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. KEDETTES**—United States Rubber Co., 361 Church St., Naugatuck, Conn.
**U. S. KEDS**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. PRO-KEDS**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. RAINPALS**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. RAINY DAISIES**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.

**U. S. ROYAL**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. ROYAL SANDALS**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**U. S. ROYAL TEMPERED RUBBER**—United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**UNITED STATES RUBBER** — United States Rubber Co., 361 Church Street, Naugatuck, Conn.
**UNIVERSAL** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**UNIVERSITY CLUB**—A. S. Kreider & Son Co., 315 N. Chestnut Street, Palmyra, Pa.
**UP STARTS**—Deevers Shoe Co., Lutesville, Mo.
**UPTOWN** — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Avenue, St. Louis 66, Mo. —Manufacturer-Wholesaler
**URBANITES**—Maranne Shoe Co., Inc., 151 Essex Street, Haverhill, Mass.
**UTICA**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**UTICA-FIRST QUALITY RUBBER FOOTWEAR**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler

## V

**VIP**—Aronov of California, 2222 N. Figueroa Street, Los Angeles, Calif.
**VAGABONDS** — Broitman-Gaffin Shoes, Inc., 146 Duane Street, N. Y., N. Y.—Wholesaler
**VAGABOND SHOES** — Kute Kiddies Shoe Co., Inc., 95 Bridge Street, Lowell, Mass.
**VAGABOS**—Trans World Shoe Corp., 47 W. 34 Street, N. Y., N. Y.—Importer
**VALCRAFT**—Valley Shoe Corp., 2868 S. 13th Street, St. Louis, Mo.
**VALENTINE**—Genesco, 111 7th Avenue, N, Nashville 3, Tenn.
**VALLEY**—Valley Shoe Corp., 2868 S. 13th Street, St. Louis, Mo.
**VALLEY FORGE**—A. J. Beford Shoe, Inc., Kline Street, Lititz, Pa.
**VALUE BUILT**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**VAN ARDEN**—Andrew Geller, Inc., 735 Lorimer Street, Brooklyn, N. Y.
**VANEVE**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**VARA CRAFT**—Virginia Shoe Co., Inc., Fredericksburg, Va.
**VARA VOGUE**—Virginia Shoe Co., Inc., Fredericksburg, Va.
**VARSITY VOGUES**—Brown Shoe Co., St. Louis, Mo.
**VELOUR BUCK**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**VELVET-EEZ**—Mason Shoe Mfg. Co., E. Grand Avenue, Chippewa Falls, Wis.
**VELVET STEP** — International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**VELWOOD SANDAL** — Reece Wooden Sole Shoe Co., 13th Street & 41st Avenue, Columbus, Neb.
**VENEZIO**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**VERI-FLEX** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**VERSAILLES VIVACIOUS FOOTWEAR** —Tweedie Footwear Corp., Jefferson City, Mo.
**VIBRANT STEP**—Gardiner Shoe Co., Inc., Gardiner, Maine
**VICEROY**—Trans World Shoe Corp., 47 W. 34th Street, New York, N. Y.—Importer

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**VICTORIA CROSS**—Tober Saifer Shoe Mfg. Co., 1204 Washington Avenue, St. Louis 3, Mo. — Manufacturer-Wholesaler
**VICTORIES**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**VICTOR PERONI**—Hill Bros. Co., 120 Central Street, Hudson, Mass.
**VICTORY** — Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**VIELSPORT**—il, DAVID, inc., P. O. Box 6, Westbury, Long Island City, New York—Wholesaler
**VIKING**—Danner Shoe Mfg. Co., 4073 N. Williams Avenue, Portland 17, Oregon
**VIKING**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**VIKO COMFORT**—Viko Shoe Co., 35 Lagrange Street, Worcester, Mass.
**VINER**—Viner Bros. Inc., 304 Hancock Street, Bangor, Maine
**VISCOUNTS BY LACONIAN**—Laconian Shoes Corp. 59 Water Street, Laconia, N. H.
**VITA-FLEX** — The Muskin Shoe Co., 1444 Belvedere Street, Baltimore 2, Md.
**VITAL-ARCH**—International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**VITALITY**—International Shoe Co., Vitality Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**VITALITY OPEN ROAD**—International Shoe Co., Vitality Div. 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**VITALITY WANDERLUST** — International Shoe Co., Vitality Div., 1509 Washington Avenue, St. Louis 66, Mo. —Manufacturer-Wholesaler
**VITAPOISE** — International Shoe Co., Vitapoise Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**VIVE** — Radcliffe Shoes, Inc., Evans Street, Brockton 69, Mass.
**VOGUARE**—International Shoe Co., Accent Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**VOGUE**—Genesco, 111 7th Avenue, N. Nashville 3, Tenn.
**VOLCO BOWLING SHOES**—The P. H. Volk Co., 2 W. Lombard Street, Baltimore 1, Md.—Wholesaler
**VOLCO-ETTES**—The P. H. Volk Co., 2 W. Lombard Street, Baltimore 1, Md. Wholesaler
**VULCO** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**VULCO-CREPE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**VULCO-FLEX**—Safety-First Shoe Co., Inc., Water Street, Holliston, Mass.

## W

**WADSWORTH** — International Shoe Co., Great Northern Div., 1509 Washington Ave., St. Louis 66, Mo.—Manufacturer-Wholesaler
**WAFERS BY PRIMA**—Prima Theatrical Footwear, Inc., 547 Wager Street, Columbus 5, Ohio — Manufacturer-Wholesaler
**WA HOO**—Texas Sandal Mfg. Co., 3724 Commerce Street, Fort Worth, Texas
**WAIST HI-TOTES**—So-Lo Marx Rubber Co., Loveland, Ohio
**WALK-AID**—Gardiner Shoe Co., Inc., Gardiner, Maine
**WALK ALONE SHOES**—B & B Shoe Co., 226 W. Schiller Street, Chicago, Ill.
**WALK-EASY** — Stephen Putney Shoe Co., 3904 Jefferson Davis Hwy., Richmond 24, Va.—Wholesaler
**WALKER** — B. B. Walker Shoe Co., P. O. Box 469, Asheboro, N. C.
**WALKER MOC**—Barry Mfg. Co., Inc., 8 Summer Street, Lynn, Mass.
**WALK-EZE** — Mart-Ray Slipper Co., 9413 Church Avenue, Brooklyn, N. Y.
**WALKING ON AIR-FOAMTREAD**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**WALL MARK**—Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**WALKMASTER** — Chris Laganas Shoe Co., Jackson Street, Lowell, Mass.
**WALK-O-PEDIC** — Nu-Way Shoe Co., Inc., 142 Duane Street, New York 13, N. Y.—Wholesaler
**WALK-OVER**—Geo. E. Keith Company, 100 Perkins Avenue, Brockton 63, Mass.—Wholesaler

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**WALK RIGHT ARCH SHOES**—Barclay Shoe Corp. (Div. Orange Shoe Mfg. Co.), Orange, Mass.
**WALKSTERS**—The Charles Meis Shoe Co., 137 W. 4th Street, Cincinnati 2, Ohio—Wholesaler-Importer
**WALK THAT RELAXES, THE**—Wellco Shoe Corp., Georgia and Pine Streets, Waynesville, N. C.
**WALL-STREETER** — Wall Streeter Shoe Co., 26 Union Street, North Adams, Mass.
**WARD HILL**—Knipe Bros.-Ward Hill Shoes, Inc., Gardiner, Maine
**WARM FRIENDS**—B & B Shoe Co., 226 W. Schiller Street, Chicago, Ill.
**WARM PEDS**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**WATERBURY**—S. Waterbury & Son Co., 1212 Wood Street, Phila., Pa.
**WATERBURY, S., & SON**—S. Waterbury & Son Co., 1212 Wood Street, Phila., Pa.
**WAUKEZE**—Endicott Johnson Corp., Endicott, N. Y.
**WAVE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**WEAR BEST**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**WEATHER-ALLS** — Plastix Footwear Corp., 1600 S. Flower Street, Los Angeles 15, Calif.
**WEATHERBIRD** — International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**WEATHERETTES** — National Transparent Plastics Co., Div. of Servus Rubber Co., 51 Front Street, Springfield, Mass.
**WEATHERIZED WEATHER BIRD SHOES** — International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**WEATHER PAL**—National Transparent Plastics Co., Div. of Servus Rubber Co., 51 Front Street, Springfield, Mass.
**WEATHERMAN** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**WEATHER-SEALED**—Charles A. Eaton Co., 147 Center Street, Brockton 64, Mass.
**WEATHERVAINS** — Converse Rubber Co., 392 Pearl Street, Malden 48, Mass.
**WEB SHOE, THE**—Joseph Burger, 781 E. 148th Street, New York 54, N. Y.
**WEEJUNETTES** — G. H. Bass & Co., Wilton, Maine
**WEEJUNS**—G. H. Bass & Co., Wilton, Maine
**WEEJUN-TIES**—G. H. Bass & Co., Wilton, Maine

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**WEE TWINS**—Badorf Shoe Co., Inc., W. Lincoln Avenue, Lititz, Pa.
**WEE WALKER**—Moran Shoe Co., Carlyle, Ill.
**WEE WALKER SUPER DE LUXE** — Moran Shoe Co., Carlyle, Ill.
**WELCONIZED** — Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**WELFOAM**—Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**WELKINS**—Wellco Shoe Corp. Georgia & Pine Streets, Waynesville, N. C.
**WELLCO**—Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**WELTERWEIGHT**—Wellco Shoe Corp., Georgia & Pine Streets, Waynesville, N. C.
**WELT-O-MOC**—R. J. Potvin Shoe Co., 22 Station Avenue, Brockton 26, Mass.
**WENDEES**—Goodyear Footwear Corp., 44 Warren Street, Providence 7, R. I.
**WESBORO** — International Shoe Co., Peters Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**WESCO**—West Coast Shoe Company, Scappoose, Oregon

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TRADE MARK

WEYENBERG SHOE MFG. CO., Milwaukee 1, Wis.

## SHOE MANUFACTURERS

**WESTBROOK**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**WESTERN WOOLEZE** — The Mondl Mfg. Co., Inc., 123 Otter Avenue, Oshkosh 1, Wis.
**WESTOVER**—Stephen Putney Shoe Co., 3904 Jefferson Davis Hwy., Richmond 24, Va.—Wholesaler
**WESTPOINT**—Belleville Shoe Mfg. Co., Main & Walnut Streets, Belleville, Ill.
**WESTPORT** — Brown Shoe Co., St. Louis, Mo.
**WET-DEFI**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**WEYENBERG**—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**WEYCO** — Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**WHIPPET**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**WHISPER STEPS**—Viner Bros. Inc., 304 Hancock Street, Bangor, Maine
**WHIS-PURRS** — Lucky Stride Shoes, Inc., 322 Union Street, Maysville, Kentucky.
**WHITE DOGS**—M. L. Snyder & Son, Inc., 2402 N. Jasper Street, Phila., Pa. —Wholesaler
**WHITEHALL**—Commonwealth Shoe & Leather Co., Whitman, Mass.; Gardiner, Maine
**WHITE HOUSE**—Brown Shoe Co., St. Louis, Mo.
**WHITEHOUSE & HARDY** — Genesco, 111 7th Avenue, N. Nashville, Tenn.
**WHITEHOUSE AND HARDY**—Johnston and Murphy Shoe Co., 511 Main Street, Nashville 3, Tenn.
**WHITE'S ARCH EASE**—White's Shoe Shop, 430 W. Main Street, Spokane, Wash.—Manufacturer-Wholesaler
**WIGGLETOE**—Wiggletoe Shoe Corp., Merrimac, Mass.
**WIGWAM**—G. F. Gosselin Son, 368 Bay Street, St. Paul 2, Minn.
**WM. JOYCE**—Joyce, Inc., Div. U. S. Shoe Corp., 3800 Pacific Avenue, Cincinnati 7, Ohio
**WILLIAMS** — The Williams Mfg. Co., Portsmouth, Ohio
**WILMANCO**—The Williams Mfg. Co., Portsmouth, Ohio
**WILLOW BROOKES**—A. Sandler Co., B Street & 3rd Avenue, Needham Heights 94, Mass.
**WINDOW OF THE SOLE**—Regal Shoe Co., 401 South Avenue, Whitman, Mass.
**WINDSOR**—Newport Shoe Mfg. Corp., 41 Canal Street, Newport, N. H.
**WINDSOR OXFORD**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**WING'N'AIR**—Mercantile International 1133 Broadway, New York 10, N. Y.
**WINSOR**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**WINSTON** — Samuel Brilliant Co., 86 Lincoln Street, Boston, Mass. — Wholesaler
**WINTER CARNIVAL**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**WINTERMAN**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**WINTER WALKERS**—House of Crosby Square, 539 W. Wright Street, Milwaukee 12, Wis.
**WINTHROP** — International Shoe Co., Winthrop Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**WISHING WELL**—Cary-Freeman Shoe Corp., Lake Mills, Wis.
**WHISPIES BY MIRACLE TREAD** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**W. L. DOUGLAS**—Genesco, 111 7th Avenue, N. Nashville, Tenn.
**WOLVERINE LONGHORNS** — Wolverine Shoe & Tanning Corp., Rockford, Mich.
**WOLVERINE SHELL HORSEHIDES**—Wolverine Shoe & Tanning Corp., Rockford, Mich.
**WONDERWELT**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**WONDERWELT**—Norween Shoe Manufacturing Co. Inc., Haile Street, Norwich, N. Y.
**WOOD-&-STREAM**—Albert H. Weinbrenner Co., 2025 N. Summit Avenue, Milwaukee 1, Wis.
**WOODSCO**—Woodsco, Inc., 2825 Highland Avenue, Cincinnati 12, Ohio
**WOOLEE MULEE**—B & B Shoe Co., 226 W. Schiller Street, Chicago, Ill.
**WONDER ARCH** — Weyenberg Shoe Mfg. Co., 234 E. Reservoir Avenue, Milwaukee, Wis.
**WORKMAN**—Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**WORK-RITE**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**WORKWELL**—Kushins Inc., 2nd and F Streets, Santa Rosa, Calif.
**WORLD BEATER** — Craddock-Terry Shoe Corp., 50-56 9th Street, Lynchburg, Va.
**WORTHMORE SHOE, THE**—The Florsheim Shoe Co., 130 S. Canal Street, Chicago, Ill.
**WRIGHT ARCH PRESERVER**—E. T. Wright & Co., Inc., Liberty Street, Rockland, Mass.
**WRIGHT ARCH PRESERVER CORDWAINERS**—E. T. Wright & Co., Inc., Liberty Street, Rockland, Mass.
**WRIGHT ARCH PRESERVER WHIPPETS**—E. T. Wright & Co., Inc., Liberty Street, Rockland, Mass.
**WRIGHTLINE**—Great Lakes Shoe Co., Oconto, Wis.

### Y

**YALE** — Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**YANIGANS** — International Shoe Co., Friedman-Shelby Div., 1509 Washington Avenue, St. Louis 66, Mo.—Manufacturer-Wholesaler
**YANKEE DEBS** — Sam Smith Shoe Corp. (The Yankee Shoemakers), Main Street, Newmarket, N. H.
**YANKEE PREPS** — Sam Smith Shoe Corp. (The Yankee Shoemakers), Main Street, Newmarket, N. H.
**YANKEES**—Cambridge Rubber Co., 748 Main Street, Cambridge 39, Mass.
**YANKEE YOUTHS**—Sam Smith Shoe Corp. (The Yankee Shoemakers), Main Street, Newmarket, N. H.
**YARD-WIDE**—International Shoe Co., Sundial Div., 1509 Washington Avenue, St. Louis 66, Mo. — Manufacturer-Wholesaler
**YATES HAND-CRAFTED ORIGINALS** —Yates Shoe Co., 212-216 East Depot, Greeneville, Tenn.
**YEA TEAM**—Huth-James Shoe, Inc., 1039 S. Second Street, Milwaukee 4, Wis.
**YORKER** — Hurd Shoe Co., Inc., 101 First Street, Utica, N. Y.—Wholesaler
**YORKTOWN**—Gardiner Shoe Co., Inc., Gardiner, Maine
**YORKTOWN AIR-TRED** — Gardiner Shoe Co., Inc., Gardiner, Maine
**YOUNG AMERICA**—Wohl Shoe Co., St. Louis, Mo.—Wholesaler
**YOUNG BENDERS**—Bender Shoe Co., 644 S. Edgewood Avenue, Somerset, Pa.
**YOUNG CADET**—The Comfort Sandal Mfg. Co., Inc., 4020 2nd Street, Long Island City, New York
**YOUNG CAPEZIOS**—Capezio Inc., 9 W. 61st Street, New York 23, N. Y.
**YOUNG STEPPERS**—Bay Bee Shoe Co., Inc., Hillcrest Street, Dresden, Tenn.
**YOUNGSTER** — Truitt Brothers, Inc., Pleasant Street, Belfast, Maine
**YOUTHFUL VOGUE**—Enterprise Shoe Co., 2739-43 N. 10th Street, Milwaukee 6, Wis.

### Z

**ZIPPS**—B. F. Goodrich Footwear and Flooring Co., Watertown 72, Mass.
**ZUCKERMAN & FOX**—Zuckerman & Fox Inc., 65 Bleeker Street, New York, N. Y.

## TANNERS

### A

**ACACIA CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**ACAPULCO SHARK** — Ocean Leather Corp., 42 Garden Street, Newark 5, N. J.
**ACCORDION**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**ACLOGLOVE**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**ACLOTAN** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.

# TANNERS

**ADONIS CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**AINSLIE**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**AIRIE**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**ALACRAN SHARK** — Ocean Leather Corp., 42 Garden Street, Newark, N. J.
**ALBA SUEDE**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**ALCO** — Amalgamated Leather Companies, Inc., Front & Adams Avenues, Wilmington 99, Del.
**ALLIED REPTILE LEATHER**—Victor Shelton, 301 W. 96th Street, New York 25, N. Y.
**ALLCO**—American Lace Leather Co., Inc., P. O. Box 121, 21st & Perry Streets, Richmond 1, Va.
**ALMANAC**—Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**ALPINE**—Manasse-Block Tanning Co., 1300 Fourth Street, Berkeley 10, Calif.
**ALPINE CALF**—Barrett & Co., Inc., 49 Vesey Street, Newark, N. J.
**ALTO** — Brezner Division, Allied Kid Co., 145 South Street, Boston, Mass.
**AMADORA**—A. C. Lawrence Leather Co., (Div. Swift & Co., Inc.), Sawyer Street, Peabody, Mass.
**AMALCO KID**—Amalgamated Leather Companies, Inc., Front & Adams Avenues, Wilmington 99, Del.
**AMALGAMATED** — Amalgamated Leather Companies, Inc., Front & Adams Avenues, Wilmington 99, Del.
**AMBUCK**—Amalgamated Leather Companies, Inc., Front & Adams Avenues, Wilmington 99, Del.
**AMILO**—Amdur Leather Co., Inc., 7 Spruce Street, New York 38, N. Y.
**AM O CHROME**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**AMO-FLEX**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**AMO TAN**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**AMSUEDE**—Amdur Leather Co., Inc., 7 Spruce Street, New York 38, N. Y.
**ANDORA** — Hunt-Rankin Leather Co., 134 Beach Street, Boston 11, Mass.
**ANGOLA**—Wood & Hyde Leather Co., Inc., 68 Wood Street, Gloversville, New York
**ANGORA CALF**—Barrett & Co., Inc., 49 Vesey Street, Newark, N. J.
**ANGUS CALF**—Barrett & Co., Inc., 49 Vesey Street, Newark, N. J.
**ANILGRAIN**—United Tanners, Inc., 99 South Street, Boston 11, Mass.
**ANILTAN** — The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**ANSONIAN**—A. H. Ross & Sons Co., 1229 N. Branch Street, Chicago 22, Ill.
**ANTELAMB**—Willard Helburn, Inc., 22 Wallis Street, Peabody, Mass.
**ANTIQUITY**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**ANTONIO**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**ANYO**—Willard Helburn, Inc., 22 Wallis Street, Peabody, Mass.
**APEX** — Hiteman Leather Co., Inc., West Winfield, N. Y.
**APOLLO CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**AQUARIZED**—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
**ARGYLL CALF** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**ARIEL CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**ARISTO CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**ARMAFLEX** — Armour Leather Co., Sole Leather Div., 500 Arch Street, Williamsport, Pa.
**ARMATAN**—Armour Leather Co., Sole Leather Div., 500 Arch Street, Williamsport
**ARROMOC**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**ARROSPLITS** — Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**ARROTAN**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**ARROWHEAD CHAMOIS**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**ASHFLEX OAK**—A. C. Lawrence Leather Co., Div., Swift & Co., Sawyer Street, Peabody, Mass.
**ASHLAND OAK** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**ATASCO**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**ATASKIT**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**AURA**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**AURA-TAN**—S. B. Foot Tanning Co., Red Wing, Minn.
**AYERBO**—Colonial Tanning Co., Inc., 195 South Street, Boston, Mass.
**AZTEC**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.

## B

**BABUCK**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**BABY EDINMOOR**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**BABY 'GATOR**—Surpass Leather Co., 10th & Westmoreland Street, Phila. 40, Pa.
**BABY SOFTMOOR**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**BADGER** — Manasse-Block Tanning Co., 1300 Fourth Street, Berkeley 10, Calif.
**BADGER BRAND**—A. L. Gebhardt Co., 416 N. Water Street, Milwaukee 1, Wis.
**BAGATELLE** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**BAGUETTE**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**BAHAMA SHARK** — Ocean Leather Corp., 42 Garden Street, Newark, N. J.
**BALBOA**—Sawyer Tanning Co., Box 238, Napa, Calif.
**BAMBINO**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**BANTAM**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**BARAN**—Peter Baran & Sons, Inc., 402 First Street, Harrison, N. J.
**BARAVAN**—J. S. Barnet & Son, Inc., 128 Boston Street, Lynn, Mass.
**BARCLAY** — Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**BARILLA**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**BARLEY GRAIN CALF** — Barrett & Co., Inc., 49 Vesey Street, Newark, N. J.
**BARONET**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**BARTEL**—Fermon Leather Co., Inc., 13 Walnut Street, Peabody, Mass.
**BARVEL**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**BASKETWEAVE**—General Split Corp., 748 W. Virginia Street, Milwaukee 12, Wis.
**BATIK**—Beggs & Cobb, Inc., 76 South Street, Boston 11, Mass.
**BEAUSKIN**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**BEAVER**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**BEAVER MOCCASIN** — Blackhawk Tanning Co., Inc., 1000 W. Bruce Street, Milwaukee 4, Wis.
**BELKNAP**—United Tanners, Inc., 99 South Street, Boston 11, Mass.
**BELMONT**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**BELTAND**—Berksons Leather Co., Inc., 12-14 Ferry Street, New York, N. Y.
**BELUGA**—Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**BELVIDEEN**—S. B. Foot Tanning Co., Red Wing, Minn.
**BELVIDERE**—S. B. Foot Tanning Co., Red Wing, Minn.
**BERBUK**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**BERKLETAN** — Manasse-Block Tanning Co., 1300 Fourth Street, Berkeley 10, Calif.
**BERKSHIRE**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**BESSE BRAND** — Besse, Osborn & Odell, Inc., 129 South Street, Boston 11, Mass.
**BIG CHIEF**—American Lace Leather Co., Inc., P. O. Box 121, 21st & Perry Streets, Richmond 1, Va.
**BISTRO**—F. C. Donovan Inc., 192 South Street, Boston 11, Mass.
**BLACK ANGUS**—Gellich Tanning Co., 491 W. Water Street, Taunton, Mass.
**BLACK DIAMOND**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**BLACK DUCKABLE** — Amalgamated Leather Companies, Inc., Front and Adams Streets, Wilmington, Del.
**BLACK GLAZED KANGAROO** — Surpass Leather Co., 10th & Westmoreland Streets, Phila. 40, Pa.
**BLACK GLAZED KID** — Surpass Leather Co., 10th & Westmoreland Streets, Phila. 40, Pa.
**BLACK MAGIC** — A. C. Lawrence Leather Co., Div. Swift & Co., Sawyer Street, Peabody, Mass.
**BLANCA CHROME LAMBS**—Winslow Bros. & Smith, 97 South Street, Boston 11, Mass.
**BLANCO**—Sawyer Tanning Co., Box 238, Napa, Calif.
**BLIZZARD SIDES**—Albert Trostel & Sons Co., Milwaukee 1, Wis.


**Fashion Right Leathers**

**Standard Division**

Vode

*Vodelle* Suede Kid
*Vode* Glazed Kid
Mirage
Mirelle
Caribe

**New Castle Division**

Glazed Kid
Maracain
Caravan
Minuet
Tinsel
Pinpoint
Punchy

**Sterling Division**

Sterling Patent

Mello Colt
Sterling Patent
Stardust Kid
Scotch Plaid

**McNeely Division**

Glazed Kid
Sahara
Toletan

**Brezner Division**

BETTER BUY BREZNER

Dirty Buk
Alto
Brezco
Butter-Soft
Pampa
O-So-Soft
"Shag"
Cobbleright
"Brushie"
Napoli

Cobble-White
Cobble-Black
Cobble-Tints
Buk-White

ALLIED KID COMPANY
209 South St., Boston 11, Mass.

# TANNERS

**BOARDMOOR** — Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**BOCATAN** — Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**BOKHARA**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**BOKIDE** — Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**BO-PEEP LAMBSKINS** — Donnell & Mudge, Inc., 151 Canal Street, Salem, Mass.
**BOYNE CITY DRY FOOT** — Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**BOYNE CITY FLEXIBLE** — Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**BRAMBLE CALF** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**BRAWNIE**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.


Amalco

The finest kid leathers for fine fashion footwear in the widest selection of fashion colors

- Amalgamated
- Amalco Kid
- Alco
- Ambuck
- Black Duckable
- Astra Kid
- Delline
- Everkleen Suede
- Hi-Fi
- Hygea
- Madagascar
- New Delhi
- Shimmer
- Softee
- 82 White Glazed
- Tintoretta Dyeable Suede

**AMALGAMATED LEATHER COMPANIES, INC.**
**WILMINGTON 99, DELAWARE**


**BRETAN**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**BRETON**—F. C. Donovan Inc., 192 South Street, Boston 11, Mass.
**BREZCO**—Brezner Division Allied Kid Co., 145 South Street, Boston, Mass.
**BREZNER**—Allied Kid Co., 209 South Street, Boston 11, Mass.
**BRIAR**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**BRIERPROOF**—Creese & Cook Co., 33 Water Street, Danvers, Mass.
**BRIERPROOF**—Hebb Leather Co., Inc., 66 Lincoln Street, Boston 11, Mass.
**BRILLANTE**—Verza Tanning Co., 107 Foster Street, Peabody, Mass.
**BRITAIN BROWN**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**BROADTAIL KID**—William Amer Co., 215 Willow Street, Phila., Pa.
**BROGANDI**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**BROMLEY**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**BRUSHIE** — Brezner Division, Allied Kid Co., 145 South Street, Boston, Mass.
**B-TAN**—Colonial Tanning Co., Inc., 195 South Street, Boston, Mass.
**BUBBLE GRAIN**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**BUCKO**—Hunt-Rankin Leather Co., 134 Beach Street, Boston 11, Mass.
**BUCKWHITE** — Allied Kid Co., 209 South Street, Boston 11, Mass.
**BUCNAP**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**BUFFLEX** — Eberle Tanning Co., Church Street, Westfield, Pa.
**BUK WHITE**—Brezner Division, Allied Kid Co., 145 South Street, Boston, Mass.
**BULLUC BUFFALO** — J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**BURLEE**—Beggs & Cobb, Inc., 76 South Street, Boston 11, Mass.
**BUTTERSOFT**—Allied Kid Co. (Brezner Div.), 209 South Street, Boston 11, Mass.
**BUTTER SOFT**—Brezner Division Allied Kid Co., 145 South Street, Boston, Mass.

## C

**C.T.** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**CAISSON**—S. B. Foot Tanning Co., Red Wing, Minn.
**CALABASH CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**CALCUTTA** — Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**CALTAN**—Braude Bros. Tanning Corp., 154 Nassau Street, New York 38, N. Y.
**CALUX**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**CAMBI-BUCK** — Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**CAMBI-CORDO**—Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**CAMBI-IMPERIAL** — Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**CAMBILENE**—Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**CAMBI-LURA** — Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**CAMBI-TEAK** — Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**CAMBI-WAXIDE** — Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**CANBERRA** — Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**CANBERRA COWHIDE**—Hagman Mfg. Corp., Williams Street, Hagman, N. Y.
**CAPELT**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**CAPRELLO KID**—G. Levor & Co., Inc., Gloversville, N. Y.
**CARA KID**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**CARAVELLE** — Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**CARBONADO BLACK KID**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**CARIBBEAN SHARK**—Ocean Leather Corp., 42 Garden Street, Newark 5, N. J.
**CARIOCA** — Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**CASBAH**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**CASCADE**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**CASCO**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**CASHUA**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**CASTILIAN**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**CATCHERS MITT GLOVE**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**CATHAY CALF** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**CAVALIER CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**CAVALOUR** — Fidelity Leather Co., Inc., Webb and Cousins Streets, Salem, Mass.
**CAVENDISH**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**CENTAN**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**CENTAUR**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**CENTENNIAL**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**CHANDORI LIZARD** — Fleming-Joffe Ltd., 401 Park Avenue South, New York 16, N. Y.
**CHATHAM** — Seton Leather Co., 849 Broadway, Newark 4, N. J.
**CHEERIO** — Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**CHESHIRE**—United Tanners, Inc., 99 South Street, Boston 11, Mass.
**CHEVRITA**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**CHI-CHI**—Surpass Leather Co., 10th & Westmoreland Streets, Phila. 40, Pa.
**CHIARRA**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**CHINCHILLAN CALF** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**CHIPPEWA**—Blackhawk Tanning Co., 1000 W. Bruce Street, Milwaukee 4, Wis.
**CHROME WATERPROOF** — Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**CHROMEXCEL**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**CHROMOK**—W. D. Byron & Sons, Inc., Williamsport, Md.
**CIRCASSIAN CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.


**BYRON**
**Rock Oak & Chrome Tanned**
**LEATHERS**
**for**
**SHOES**
**LUGGAGE &**
**FINE**
**LEATHER**
**GOODS**

Byrontone — Bykuna
Maryland — Bridlehide
Potomac — Carriagehide
Guernsey — Harnesshide
Pavé — Carriage Trade
Le Gant

W. D. BYRON & SONS, INC.
WILLIAMSPORT, MARYLAND

## TANNERS

**CIRCLE CHAMOIS** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.

**CLIPPER CALF** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.

**CLOVER CALF**—G. Levor & Co., Inc., Gloversville, N. Y.

**CLYDE**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.

**COBBLE-BLACK** — Brezner Division, Allied Kid Co., 145 South Street, Boston, Mass.

**COBBLE-BROWN** — Brezner Division, Allied Kid Co., 145 South Street, Boston, Mass.

**COBBLE-RIGHT**—Brezner Division, Allied Kid Co., 145 South Street, Boston, Mass.

**COBBLE-TINTS**—Brezner Division, Allied Kid Co., 145 South Street, Boston, Mass.

**COBBLE-WHITE** — Brezner Division, Allied Kid Co., 145 South Street, Boston, Mass.

**COLIDOE**—Colonial Tanning Co., Inc., 195 South Street, Boston 11, Mass.

**COL-MOOR CALF** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.

**COLOR SPLURGE KID**—Willam Amer Co., 215 Willow St., Phila., Pa.

**COLOTAN**—Colonial Tanning Co., Inc., 195 South Street, Boston, Mass.

**COMBOTAN**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.

**COMFOTAN**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.

**COMMANDO**—Albert Trostel & Sons Co., Milwaukee 1, Wis.

**CONGO CASUALS**—General Split Corp., 748 W. Virginia Street, Milwaukee 13, Wis.

**CONTESSA** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.

**CONTINENTAL CALF**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.

**CONTOUR**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.

**CONWAY** — United Tanners, Inc., 99 South Street, Boston 11, Mass.

**COSMIC KID**—G. Levor & Co., Inc., Gloversville, N. Y.

**COOL-A-FOOT JACK BUCK**—Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.

**COOPER PROCESS**—Cooper Brothers, Trumansburg, N. Y.

**CORDAHIDE**—Albert Trostel & Sons Co., Milwaukee 1, Wis.

**CORDATAN**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.

**CORKETTE** — Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.

**CORONA**—Allied Kid Co., 209 South Street, Boston 11, Mass.

**CORONET**—Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.

**CORREETAN**—Eagle Ottawa Leather Co., Grand Haven, Michigan

**CORSAIR**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.

**CORTINA**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.

**COSMIC CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.

**COSSACK**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.

**COSSACK-FLECK** — Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.

**CRAWFORD**—United Tanners, Inc., 99 South Street, Boston 11, Mass.

**CRECO**—Creese & Cook Co., 33 Water Street, Danvers, Mass.

**CRECO**—Hebb Leather Co., Inc., 66 Lincoln Street, Boston 11, Mass.


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**CRESCO**—Creese & Cook Co., 33 Water Street, Danvers, Mass.

**CRESTAN** — Creese & Cook Co., 33 Water Street, Danvers, Mass.

**CRESTAN**—Hebb Leather Co., Inc., 66 Lincoln Street, Boston 11, Mass.

**CRETAN**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.

**CROCHET KID** — William Amer Co., 215 Willow Street, Phila., Pa.

**CRUSHED GOLD**—Fleming-Joffe Ltd., 401 Park Avenue South, New York 16, N. Y.

**CRUSHED SILVER** — Fleming-Joffe Ltd., 401 Park Avenue South, New York 16, N. Y.

**CUBAN SHARK**—Ocean Leather Corp., 42 Garden Street, Newark, N. J.

**CUOIO VECCHIO**—Fleming-Joffe Ltd., 401 Park Avenue South, New York 16, N. Y.

**CUSTOM CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.


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JIMMY PIG
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## D

**DARTMOOR** — Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**DAWN KID**—John R. Evans & Co., 2nd & Erie Street, Camden 1, N. J.
**DELAWARE KID** — Amalgamated Leather Companies, Inc., Front & Adams Streets, Wilmington, Del.
**DELLINE**—Amalgamated Leather Companies, Inc., Front & Adams Avenues, Wilmington 99, Del.
**DELWAN**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**DERMA CALF**—Dermatan Leather Co., Inc., 312 South Street, Newark 5, N. J.
**DERMA KIPS**—Dermatan Leather Co., Inc., 312 South Street, Newark 5, N. J.
**DERMA TOOLING CALF** — Dermatan Leather Co., Inc., 312 South Street, Newark 5, N. J.
**DERMADO** — A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**DESERTAN**—General Split Corp., 748 W. Virginia Street, Milwaukee 13, Wis.
**DEVON CALF**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**DEVONSHIRE** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**DIANA**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**DIPLOMAT CALF** — A. C. Lawrence Leather Co. (Div. Swift & Co.), Sawyer Street, Peabody, Mass.
**DOVERMOC** — Seton Leather Co., 849 Broadway, Newark 4, N. J.
**DOESUEDE**—John Flynn & Sons, Inc., 80 Boston Street, Salem, Mass.
**DOMINO**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**DOMOC**—F. C. Donovan Inc., 192 South Street, Boston 11, Mass.
**DONGOLA CAPE LAMBS** — Winslow Bros. & Smith, 97 South Street, Boston 11, Mass.
**DON-MOOR CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**DOUBLETAN** — Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**DOUBLEWEAR**—Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**DOV**—F. C. Donovan Inc., 192 South Street, Boston 11, Mass.
**DOVERMOC**—Seton Leather Company, 849 Broadway, Newark 4, N. J.
**DOVAL**—F. C. Donovan Inc., 192 South Street, Boston 11, Mass.
**DRIFTWOOD**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**DRI-TAN**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**DRI-WALK** — Transylvania Tanning Co., Inc., 26 Ferry Street, New York 38, N. Y.
**DUDERO** — Seton Leather Co., 849 Broadway, Newark 4, N. J.
**DUDE SADDLE LEATHER** — Julius Brand Leather Co., 72 Erie Street, Camden 2, N. J.
**DUK BAK**—Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**DURA DOE**—Colonial Tanning Co., Inc., 195 South Street, Boston 11, Mass.
**DURHAM** — United Tanners, Inc., 99 South Street, Boston 11, Mass.
**DURO CALF**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**DURONA** — Seton Leather Co., 849 Broadway, Newark 4, N. J.

## E

**EAGLE**—American Lace Leather Co., Inc., P. O. Box 121, 21st & Perry Streets, Richmond 1, Va.
**EASTERN SHARK** — Ocean Leather Corp., 42 Garden Street, Newark 5, N. J.
**EBON-APEX** — Hiteman Leather Co., West Winfield, N. Y.
**EBONY**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**ECHO**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**ECONO**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**EDINBROGUE**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**EDINMOOR**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**EIGHTY-TWO (82) WHITE GLAZED**—Amalgamated Leather Companies, Inc., Front & Adams Streets, Wilmington 99, Del.
**ELEPHANT COW**—Hermann Loewenstein, Inc., 26 Ferry Street, New York, N. Y.
**ELFSKIN**—Elfskin Corp., Main Street (Cherry Valley), Worcester, Mass.
**ELFSUEDE** — Elfskin Corp., Main Street (Cherry Valley), Worcester, Mass.
**ELK** — Eagle - Ottawa Leather Co., Grand Haven, Mich.
**ELK**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**ELM STEER**—Berksons Leather Co., Inc., 12-14 Ferry Street, New York, N. Y.
**ELSTON**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**EMBOSSED CALF GRAINS**—The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**EMPRESS**—Hunt-Rankin Leather Co., 134 Beach Street, Boston 11, Mass.
**EMBASSY**—J. Lichtman & Sons 241 Frelinghuysen Avenue, Newark, N. J.


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**ESKIMO**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**ESTEECO**—Sawyer Tanning Co., Box 238, Napa, Calif.
**EVANETTE SUEDE**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**EVANS BLACK KNIGHT IMPREGNATIZED SUEDE**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**EVATITE**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**EVERKLEEN** — Amalgamated Leather Companies, Inc., Front & Adams Avenues, Wilmington 99, Del.
**EXCEL-TAN** — Cromwell Leather Co., Inc., 45 West 34th Street, New York 1, N. Y.
**EXETER**—F. C. Donovan Inc., 192 South Street, Boston 11, Mass.
**EXETER** — United Tanners, Inc., 99 South Street, Boston 11, Mass.

## F

**FAIRBO**—S. B. Foot Tanning Co., Red Wing, Minn.
**FAIRFAX**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**FAIRWAY**—S. B. Foot Tanning Co., Red Wing, Minn.
**FASHION**—Hagman Mfg. Corp., Williams Street, Hagman, N. Y.
**FAUNZELLE** — G. Levor & Co., Inc., Gloversville, N. Y.
**FEATHER LEATHER**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**FELLSWEAR** — Georgetown Tanning Co., 85 Gold Street, New York 38, N. Y.
**FERVEL**—Fermon Leather Co., Inc., 13 Walnut Street, Peabody, Mass.
**FIDELLO**—Fidelity Leather Co., Inc., Webb and Cousins Streets, Salem, Mass.
**FIESTA**—United Tanners, Inc., 99 South Street, Boston 11, Mass.
**FINA**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**FINESSA**—A. C. Lawrence Leather Co. (Div. Swift & Co., Inc.), Sawyer Street, Peabody, Mass.
**FIORD** — Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**FIRENZE CALF** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**FLEMING JOFFE GENUINE REPTILES**—Fleming-Joffe Ltd., 401 Park Avenue South, New York, N. Y.
**FLEXTAN**—Leas & McVitty, Inc., 303-311 Vine Street, Phila., Pa.
**FLEXY KID**—G. Levor & Co., Inc., Gloversville, N. Y.
**FLIGHT BOOT**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**FLORENTINE METALLICS** — General Split Corp., 748 W. Virginia Street, Milwaukee 13, Wis.
**FLUFF**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**FLYNNTAN**—John Flynn & Sons, Inc., 80 Boston Street, Salem, Mass.
**FORESTER**—S. B. Foot Tanning Co., Red Wing, Minn.
**FOREST OAK**—Eberle Tanning Co., Church Street, Westfield, Pa.
**FORMAL**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**FORMULA SA** — Howes Leather Co., Cut Sole Div., 321 Summer Street, Boston 10, Mass.
**FRANCONIA**—United Tanners, Inc., 99 South Street, Boston 11, Mass.

**FRENCH-WEAVE PERF**—Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**FRESCO**—Beggs & Cobb, Inc., 76 South Street, Boston 11, Mass.
**FROSTED**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**FYNAY**—Colonial Tanning Co., Inc., 195 South Street, Boston 11, Mass.

## G

**G-P**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**GAHNA LEATHERS** — Loewengart & Co., 315 Fifth Avenue, New York 16, N. Y.
**GALAXY**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**GALLIANO**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**GALLICE**—Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**GAMA**—Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**GAMUZA**—Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**GANDER**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**GAR'TAN**—Garden State Tanning, Inc., Fleetwood, Pa.
**GAUCHO**—W. D. Byron & Sons, Inc., Williamsport, Md.
**GAUCHO CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**GEBHARDT'S SPECIAL TANNED**—A. L. Gebhardt Co., 416 N. Water Street, Milwaukee 1, Wis.
**GEBHARDT'S THERMALEATHER**—A. L. Gebhardt Co., 416 N. Water Street, Milwaukee 1, Wis.
**GENUINE SCOTCH GRAIN**—Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**GEORGETOWN**—Georgetown Tanning Co., 85 Gold Street, New York 38, N. Y.
**GETCHI GOAT**—Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**GHOTI** — Willard Helburn, Inc., 22 Wallis Street, Peabody, Mass.
**GLACE BROGANDI**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**GLASGOW** — A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**GLEN**—United Tanners, Inc., 99 South Street, Boston 11, Mass.
**GLENGARRY** — Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**GLIDE LININGS** — A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**GLOBE LEATHERS** — Globe Tanning Corp., 4 Union Street, Peabody, Mass.
**GLOTAN**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**GLOVETTE**—Acme Leather Co., Inc., 139 Lynnfield Street, Peabody, Mass.
**GLOVEY KID**—G. Levor & Co., Inc., Gloversville, N. Y.
**GLOWETTE**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**GLUVELK**—John Flynn & Sons, Inc., 80 Boston Street, Salem, Mass.
**GLUVGOAT**—John Flynn & Sons, Inc., 80 Boston Street, Salem, Mass.
**GLUVHIDE**—Hebb Leather Co., Inc., 66 Lincoln Street, Boston 11, Mass.
**GLUVLAMB**—John Flynn & Sons, Inc., 80 Boston Street, Salem, Mass.
**GLUVSHU**—John Flynn & Sons, Inc., 80 Boston Street, Salem, Mass.
**GLUVVIN**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**GOLD BROGANDI**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**GOLD CARA**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**GOLDEN GRAIN** — Albert Trostel & Sons Co., Milwaukee 1, Wis.
**GOLD GLAZED KID**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**GOLD LAME**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**GOPHER**—S. B. Foot Tanning Co., Red Wing, Minn.
**GOTTA**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**GRAINFLEX** — Eberle Tanning Co., Church Street, Westfield, Pa.
**GRANTAN**—Acme Leather Co., Inc., 139 Lynnfield Street, Peabody, Mass.
**GRIZZLY**—Manasse-Block Tanning Co., 1300 Fourth Street, Berkeley 10, Calif.
**GUANACO**—W. D. Byron & Sons, Inc., Williamsport, Md.
**GUARDSMAN**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**GUERNSEY**—W. D. Byron & Sons, Inc., Williamsport, Md.
**GUN METAL**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**GYPSY** — Hebb Leather Co., Inc., 66 Lincoln Street, Boston 11, Mass.

## H

**HARDI-CHROME**—Korn Leather Co., 41 Hardy Street, Peabody, Mass.
**HAVEN**—Eagle Ottawa Leather Co., Grand Haven, Mich.
**HEALTH-STEP LEATHERS** — Health-Step Leathers, 123 Liberty Street, Danvers, Mass.
**HEATHER**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**HELIOS**—Seton Leather Co., 849 Broadway, Newark 4, N. J.
**HELLCAT TANNED**—Wolverine Shoe & Tanning Corp., Rockford, Mich.
**HERMANN OAK**—Hermann Oak Leather Co., 4050 N. First Street, St. Louis 7, Mo.
**HERMX**—Hermann Oak Leather Co., 4050 N. First Street, St. Louis 7, Mo.
**HIAWATHA** — Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**HI-FI** — Amalgamated Leather Companies, Inc., Front & Adams Avenues, Wilmington 99, Del.
**HO-BOE**—A. H. Ross & Sons Co., 1229 N. Branch Street, Chicago 22, Ill.
**HOBBY**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**HOLDFAST**— American Lace Leather Co., Inc., P. O. Box 121, 21st & Perry Street, Richmond 1, Va.
**HOLEY COW**—Hermann Loewenstein, Inc., 26 Ferry Street, New York, N. Y.
**HONEYCOMB**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**HOPSCOTCH** — Hermann Loewenstein, Inc., 26 Ferry Street, New York, N. Y.
**HORWEEN SHELL CORDOVAN**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.

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44 South St., Boston, Mass.

**HOWES OAK**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**HOYT & WORTHEN GLOVE TANNED SIDES** — Hoyt & Worthen Tanning Corp., Railroad Street, Haverhill, Mass.
**HYGEA**—Amalgamated Leather Companies, Inc., Front & Adams Avenues, Wilmington 99, Del.
**HYLAND GRAIN CALF**—Barrett & Co., Inc., 49 Vesey Street, Newark, N. J.

## I

**ILLUMINATA KID**—William Amer Co., 215 Willow Street, Phila., Pa.
**IMPERIA**—The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**IMPERIAL KANGAROO** — Surpass Leather Co., 10th & Westmoreland Streets, Phila. 40, Pa.
**IMUS KID**—Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**INFANTA**—Hunt-Rankin Leather Co., 134 Beach Street, Boston 11, Mass.
**IRVALEX**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**IRVALINE**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**IRVANA**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**ITASCA**—S. B. Foot Tanning Co., Red Wing, Minn.

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## TANNERS

**IT'S TIMBER TANNED** — Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**IVORY** — Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.

### J

**J. L. & S.**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**JACK JETTA**—The Ohio Leather Co., 1052 North State Street, Girard, Ohio
**JILL JETTA**—The Ohio Leather Co., 1052 North State Street, Girard, Ohio
**JIMMY PIG**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**JUBILEE**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**JUPITER**—Allied Kid Co., 209 South Street, Boston 11, Mass.
**JUVENILE**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee 1, Wis.

### K

**KAFALOPE** — Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**KAFFORITE**—The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**KANG KID**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**KANKAKEE** — Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**KAPO**—Kirstein Leather Co., 75 Walnut Street, Peabody, Mass.
**KASHIMA** — Fleming - Joffe Ltd., 401 Park Avenue South, New York, N. Y.
**KATZ KROME**—Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**KAYBEE**—Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**KEENA**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**KEGLER**—S. B. Foot Tanning Co., Red Wing, Minn.
**KENTUCKY OAK** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**KENYA**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**KEYSTONE**—Allied Kid Co., 209 South Street, Boston 11, Mass.
**KEZAR**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**KIAM**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**KIDIKAF**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**KINDERGARTEN**—Hebb Leather Co., Inc., 66 Lincoln Street, Boston 11, Mass.
**KING KANGAROO**—William Amer Co., 215 Willow Street, Phila., Pa.
**KING KID**—William Amer Co., 215 Willow Street, Phila., Pa.
**KINID**—Wood & Hyde Leather Co., Inc., 68 Wood Street, Gloversville, New York
**KIN KIN**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis
**KINROSS CALF** — B. L. Eisendrath Tanning Co., 1221 W. 6th Street, Racine, Wis.
**KIRBUCK** — Kirstein Leather Co., 75 Walnut Street, Peabody, Mass.
**KIRLAM** — Kirstein Leather Co., 75 Walnut Street, Peabody, Mass.
**KIRLECO LEATHERS** — Kirstein Leather Co., 75 Walnut Street, Peabody, Mass.
**KIRLTAN** — Kirstein Leather Co., 75 Walnut Street, Peabody, Mass.
**KIRVEL** — Kirstein Leather Co., 75 Walnut Street, Peabody, Mass.
**KISMET** — Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**KITTENS EAR**—John Flynn & Sons, inc., 80 Boston Street, Salem, Mass.
**KLEENETTE**—A. H. Ross & Sons Co., 1229 N. Branch Street, Chicago 22, Ill.
**KLENZETTE**—A. H. Ross & Sons Co., 1229 N. Branch Street, Chicago 22, Ill.
**KLONDIKE KID**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**KODIAK**—Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**KONGO**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**KOOL KALF**—Creese & Cook Co., 33 Water Street, Danvers, Mass.
**KORDOLINE** — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
**KORDOTIQUE** — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
**KORMAX**—Korn Leather Co., 41 Hardy Street, Peabody, Mass.
**KOZY**—The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**KROCK-LESS**—Tan-Art Co., Inc., Gloversville, N. Y.
**KROMESPLIT** — Amdur Leather Co., Inc., 7 Spruce Street, New York 38, N. Y.
**KUTWEL PIGSKIN**—Edgar S. Kiefer Tanning Co., 240 Front Street, S. W., Grand Rapids, Mich.

### L

**LACROSSE CALFSKIN** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**LADYSLIPPER**—Hoyt & Worthen Tanning Corp., Railroad Street, Haverhill, Mass.
**LAM CUL** — Amsterdam Leather Co., Inc., 440 Frelinghuysen Avenue, Newark, N. J.
**LAMETTE** — Amsterdam Leather Co., Inc., 440 Frelinghuysen Avenue, Newark, N. J.
**LAMMIE** — Willard Helburn, Inc., 22 Wallis Street, Peabody, Mass.
**LAREDO**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**LASTICALF**—Barrett & Co., Inc., 49 Vesey Street, Newark, N. J.
**LATANCO**—Los Angeles Tanning Co., 4101 Whiteside Street, Los Angeles, Calif.
**LAWROCAP**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**LAWROCOAT**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**LAWROLAMB**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**LAWROPELT**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
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**BOSTON OFFICE: 179-198 South St., Boston 11, Mass.**

**LAWRO SLIPPER** — A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**LAWROSUEDE** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**LEAMAC**—Leas & McVitty, Inc., 303-311 Vine Street, Phila., Pa.
**LEATHER OF CHARACTER** — The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**LEATHEROMA**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**LEGION CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**LEMAIN**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**LEVOR WHITES**—G. Levor & Co., Inc., Gloversville, N. Y.
**L & M**—Leas & McVitty, Inc., 303-311 Vine Street, Phila., Pa.
**L & M STAR**—Leas & McVitty, Inc., 303-311 Vine Street, Phila., Pa.
**LICHTMAN LEATHERS**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**LIFE TIME**—John Flynn & Sons, Inc., 80 Boston Street, Salem, Mass.
**LINDINOID**—Georgetown Tanning Co., 85 Gold Street, New York 38, N. Y.
**LLAMA-FINISHED CALF**—Barrett & Co., Inc., 49 Vesey Street, Newark, N. J.
**LLANA COW**—Legallet Tanning Co., 1099 Quesada Avenue, San Francisco 24, Calif.
**LLANA GOAT**—Legallet Tanning Co., 1099 Quesada Avenue, San Francisco 24, Calif.
**LONDON GRAIN** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**LOTUS**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**LOWLANDS GRAIN**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**LOZANT**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**LOZELLE** — The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**LUCENT**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**LURINA SUEDE**—Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**LUSTAR** — Willard Helburn, Inc., 22 Wallis Street, Peabody, Mass.
**LUSTER KANGAROO**—Surpass Leather Co., 10th & Westmoreland Streets, Phila. 40, Pa.
**LUSTRE TECHNICALF** — Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**LUXOR**—The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**LUXTAN**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**LUXURY PATENT**—Colonial Tanning Co., Inc., 195 South Street, Boston, Mass.
**LYNN CALF**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.

## M

**M.P.** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**MADAGASCAR**—Amalgamated Leather Companies, Inc., Front & Adams Streets, Wilmington, Del.
**MAISON**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**MAJESTIC ELK** — Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**MALTA**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**MANDARIN** — A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**MANEKIN**—Hebb Leather Co., Inc., 66 Lincoln Street, Boston 11, Mass.
**MANITOU**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**MARACAIN**—Allied Kid Co., 209 South Street, Boston 11, Mass.
**MARDOL**—Marden-Wild Corp., 500 Columbia Street, Somerville, Mass.
**MARINER** — S. B. Foot Tanning Co., Red Wing, Minn.
**MARIPOSA**—Sawyer Tanning Co., Box 238, Napa, Calif.
**MARYLAND** — W. D. Byron & Sons, Inc., Williamsport, Md.
**MARY'S LAMBSKINS** — Donnell & Mudge, Inc., 151 Canal Street, Salem, Mass.
**MASCOMA GLOVE** — Moran Leather Co., 95 South Street, Boston 11, Mass.
**MAT-Z-SUEDE**—N. H. Matz Leather Co., Inc., 119 Foster Street, Peabody, Mass.
**McLEAN** — Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**McMOOR**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**MEERSCHAUM** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**MELGANA**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**MELGO**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**MELGO-BAG**—A. C. Lawrence Leather Co., Div. Swift & Co., Sawyer Street, Peabody, Mass.
**MELHER**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**MELLO-CRUSH**—G. Levor & Co., Inc., Gloversville, N. Y.
**MELLO-SMOOTH** — United Tanners, Inc., 99 South Street, Boston 11, Mass.
**MELLOWGLOVE**—Braude Bros. Tanning Corp., 154 Nassau Street, New York 38, N. Y.
**MELLOW TAN**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**MELLOW TAN**—Thiele Tanning Co., 123 North 27th Street, Milwaukee, Wis.
**MEL-O-TAN**—Acme Leather Co., Inc., 139 Lynnfield Street, Peabody, Mass.
**MELOTAN**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**MEL-O-WEEV** — Acme Leather Co., Inc., 139 Lynnfield Street, Peabody, Mass.
**MELPRINT** — Eagle Ottawa Leather Co., Grand Haven, Michigan
**MELTAN** — Braude Bros. Tanning Corp., 154 Nassau Street, New York 38, N. Y.


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**MERICAN GRAIN** — Eagle Ottawa Leather Co., Grand Haven, Michigan
**MERIT CALF**—Edward Blank Sons & Co., 1530 Chestnut Street, Philadelphia 2, Pa.
**MERIT KID**—Edward Blank Sons & Co., 1530 Chestnut Street, Philadelphia 2, Pa.
**MERITONE CABRETTAS** — Edward Blank Sons & Co., 1530 Chestnut Street, Phila. 2, Pa.
**MICHICORP** — Eagle Ottawa Leather Co., Grand Haven, Michigan
**MICHIGRAIN**—Eagle Ottawa Leather Co., Grand Haven, Michigan
**MICHIMOC**—Eagle Ottawa Leather Co., Grand Haven, Michigan
**MICHIPAC**—Eagle Ottawa Leather Co., Grand Haven, Michigan
**MIDLANDS GRAIN**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**MIDWAY**—Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**MILANO**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**MIL-TEX**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**MILWAUKEE**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**MINOTAUR**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**MIRA KID** — Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**MIRAKROME LAMBSKINS**—Donnell & Mudge, Inc., 151 Canal Street, Salem, Mass.
**MIRROR BRAND LEATHER**—Spiegel Tanning Co., Inc., 193 William Street, New York 38, N. Y.
**MOCCASIDE**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**MOCCASIN CALF** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**MOCCASIN COW** — Legallet Tanning Co., 1099 Quesada Avenue, San Francisco 24, Calif.
**MOCCO**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**MODA HANDBAG CALF**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**MODENA**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**MOHAWK** — Blackhawk Tanning Co., 1000 W. Bruce Street, Milwaukee 4, Wis.
**MOHAWK**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**MONTANA WATERPROOF** — Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**MOONEY**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**MOONEY FLEXIBLE**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**MOONMIST**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**MOORLANDS GRAIN**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**MOOSE WATERPROOF**—Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**MOSAIC KID**—William Amer Co., 215 Willow St., Phila., Pa.
**MOUTONS** — Anglo-American Tanning Co., Inc., 334 Broadway, Sheboygan Falls, Wis.
**MYSTERE KID** — William Amer Co., 215 Willow St., Phila., Pa.

## N

**NABALK CALF** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**NALPAK**—J. M. Kaplan Inc., 172 South Street, Boston 11, Mass.
**NAPAKROM** — Sawyer Tanning Co., Box 238, Napa, Calif.
**NAPA LEATHERS** — Sawyer Tanning Co., Box 238, Napa, Calif.
**NAPANEE**—Sawyer Tanning Co., Box 238, Napa, Calif.
**NAPATAN**—Sawyer Tanning Co., Box 238, Napa, Calif.
**NAPOLI**—Brezner Div., Allied Kid Co., 145 South Street, Boston, Mass.
**NAPOLINO**—Brezner Div., Allied Kid Co., 145 South Street, Boston, Mass.
**NAROM ELK**—Moran Leather Co., 95 South Street, Boston 11, Mass.
**NAROM LININGS**—Moran Leather Co., 95 South Street, Boston 11, Mass.
**NAVAJO CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**NAVONOD**—F. C. Donovan Inc., 192 South Street, Boston 11, Mass.
**NELSON OAK** — Eberle Tanning Co., Church Street, Westfield, Pa.
**NEROSEAL**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**NEVERBREAK** — California Tanning Co., 1905 Shenandoah Avenue, St. Louis 4, Mo.
**NEW CASTLE**—Allied Kid Co., 209 South Street, Boston 11, Mass.
**NEW DELHI**—Amalgamated Leather Companies, Inc., Front & Adams Sts., Wilmington, Del.
**NIMROD** — Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**NIVTOP**—Nivtop Leather Co., 22 Station Avenue, Brockton, Mass.
**NON-SLIPS**—Gellich Tanning Co., 491 W. Water Street, Taunton, Mass.
**NORMANDIE**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**NORWEGIAN**—A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**NORWES**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**NOVA** — Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.

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**NUAGE**—Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**NUBUCK**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**NUCALF**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**NU CALF**—Gilbert & Co., Inc., 12 Beach Street, Westboro, Mass.
**NUFLEX PIGSKIN**—Edgar S. Kiefer Tanning Co., 240 Front Street, S. W., Grand Rapids, Mich.
**NU PROCESS KID** — L. H. Hamel Leather Co., Inc., 117 Essex Street, Haverhill, Mass.
**NU PROCESS LAMBSKINS** — L. H. Hamel Leather Co., Inc., 117 Essex Street, Haverhill, Mass.
**NUROCCO**—Allied Kid Co., 209 South Street, Boston 11, Mass.
**NUSHOO**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**NUTAN**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.

## O

**OKRA**—Manasse-Block Tanning Co., 1300 Fourth Street, Berkeley 10, Calif.
**OLCOTROP SHARK** — Ocean Leather Corp., 42 Garden Street, Newark 5, N. J.
**OLIN KID** — Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**OLYMPIC** — Kirstein Leather Co., 75 Walnut Street, Peabody, Mass.
**ONAWA**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**ONEIDA**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**ONYX** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**ORONO**—A. C. Lawrence Leather Co., (Div. Swift & Co., Inc.), Sawyer Street, Peabody, Mass.
**ORONOCO**—S. B. Foot Tanning Co., Red Wing, Minn.
**OSCEOLA**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**O-SO-SOFT**—Brezner Division, Allied Kid Co., 145 South Street, Boston, Mass.
**OTTER**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.

## P

**P & V**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**PAGANO**—Acme Leather Co., Inc., 139 Lynnfield Street, Peabody, Mass.
**PALERMO** — A. C. Lawrence Leather Co., (Div. Swift & Co., Inc.) Sawyer Street, Peabody, Mass.
**PALLIO CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**PANTA**—A. C. Lawrence Leather Co., Div. Swift & Co., Sawyer Street, Peabody, Mass.
**PARAKEET**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**PARATROOP**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**PARFAIT**—G. Levor & Co., Inc., Gloversville, N. Y.
**PARKA**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**PATINA AND INCA LAMBS**—Winslow Bros. & Smith, 97 South Street, Boston 11, Mass.
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**PEACOCK COLORS**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**PEARLFLEX**—Manasse-Block Tanning Co., 1300 Fourth Street, Berkeley 10, Calif.
**PEARL LUSTRE**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**PEDIGREE** — Hiteman Leather Co., Inc., West Winfield, N. Y.
**PEERLESS KID**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**PEERLESS LININGS**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**PEERLESS SLIPPER KID** — John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**PEERLESS TRANSPARENT KID** — John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**PENNWHITE**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**PERSIANA**—United Tanners, Inc., 99 South Street, Boston 11, Mass.
**PEVEE**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**PHEASANT**—A. C. Lawrence Leather Co. (Div. Swift & Co., Inc.) Sawyer Street, Peabody, Mass.
**PHOENIX**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**PIE CRUST PERF** — Geilich Tanning Co., 491 W. Water St., Taunton, Mass.
**PIGMILLION PIGSKIN** — Haus of Krause, Rockford, Mich.
**PILLOW-TAN**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**PIN WEAVE**—A. C. Lawrence Leather Co., Div. Swift & Co., Sawyer Street, Peabody, Mass.
**PIUTE**—Sawyer Tanning Co., Box 238, Napa, Calif.
**PLAPAC** — Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**PLAYNAP**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**PLAYSHU**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**PLAZA**—Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**PLITAN**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**PLIVER** — Willard Helburn, Inc., 22 Wallis Street, Peabody, Mass.
**PLYMOUTH** — Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**POCHETTE**—Blackhawk Tanning Co., Inc., 1000 W. Bruce Street, Milwaukee 4, Wis.
**POCHETTE**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
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**POLARLAMB**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**POLI HIDE ECRASE** — Julius Brand Leather Co., 72 Erie Street, Camden 2, N. J.
**POLO CALF**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**PONGEE**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**POODLE**—Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**PORCELAIN KID** — Surpass Leather Co., 10th & Westmoreland Streets, Phila. 40, Pa.
**PORTOLA**—Sawyer Tanning Co., Box 238, Napa, Calif.
**POTOMAC**—W. D. Byron & Sons, Inc., Williamsport, Md.
**PREMIER**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**PRINCESS**—Hagman Mfg. Corp., Williams Street, Hagman, N. Y.
**PROMENADE** — Hiteman Leather Co., Inc., West Winfield, N. Y.
**PUFF** — Seton Leather Company, 849 Broadway, Newark 4, N. J.
**PUNCHED CAMBI-CLOVER** — Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**PUNCHED CAMBI-DAISY** — Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**PUNCHINELLO**—United Tanners, Inc., 99 South Street, Boston 11, Mass.
**PURE OAK**—Chas. A. Tache Leather Co., 40 N. 3rd Street, Phila. 6, Pa.
**PURITAN VEALS**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**PYGMALION** — Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.

## Q

**QUAKER CITY**—Allied Kid Co., 209 South Street, Boston 11, Mass.

## R

**RAINIER** — Manasse-Block Tanning Co., 1300 Fourth Street, Berkeley, Calif.
**RAJETTE KID** — William Amer Co., 215 Willow Street, Phila., Pa.
**RANCHIDE**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**RANCH TAN**—Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**RANGER**—Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**RANGOON**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**RAVINE WHITE** — United Tanners, Inc., 99 South Street, Boston 11, Mass.
**RAWHY**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**RUMSON** — Seton Leather Co., 849 Broadway, Newark 4, N. J.
**REGENT** — United Tanners, Inc., 99 South Street, Boston 11, Mass.
**REGINA**—Hagman Mfg. Corp., Williams Street, Hagman, N. Y.
**REISTAN**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**RELIABLE CHAMOIS**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**REVERE**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**REX VEAL**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**RIO KID**—Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**ROAMER**—Eagle Ottawa Leather Co., Grand Haven, Michigan
**ROCK OAK**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**ROCKROME**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**RODEO**—Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**ROMANCE**—Hoyt & Worthen Tanning Corp., Railroad Street, Haverhill, Mass.
**ROSSTAN**—A. H. Ross & Sons Co., 1229 N. Branch Street, Chicago 22, Ill.
**ROSSTAN GLUV**—A. H. Ross & Sons Co., 1229 N. Branch Street, Chicago 22, Ill.
**ROTOLO**—The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**ROYALTAN LEATHERS** — Hagman Mfg. Corp., Williams Street, Hagman, N. Y.
**ROYAL PLUS** — A. C. Lawrence Leather Co., Div. Swift & Co., Sawyer Street, Peabody, Mass.
**RUBY KID**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**RUE BUCK** — Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**RUFBUC**—Slattery Bros. Tanning Co., 210 South Street, Boston, Mass.
**RUFFGLOVE SIDES** — Albert Trostel & Sons Co., Milwaukee 1, Wis.
**RUFIT**—Slattery Bros. Tanning Co., 210 South Street, Boston, Mass.
**RUGBY**—Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**RUMSON**—Seton Leather Company, 849 Broadway, Newark 4, N. J.
**RX SUEDES**—Winslow Bros. & Smith, 97 South Street, Boston 11, Mass.

## S

**SADDLEHYDE**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**SALCO KID**—Shrut & Asch Leather Co., 185 Essex Street, Boston 11, Mass.
**SARANAC**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**SARATOGA**—Blackhawk Tanning Co., Inc., 1000 W. Bruce Street, Milwaukee 4, Wis.


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**SATIN KID** — William Amer Co., 215 Willow St., Phila., Pa.
**SAXON CALF**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**SCOTCH GRAIN CALF**—Barrett & Co., Inc., 49 Vesey Street, Newark, N. J.
**SCUFFETTE** — Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**SCUFF-TIP**—United Tanners, Inc., 99 South Street, Boston 11, Mass.
**SCUFFTIP BUTTS** — Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**SEAGRAIN SEAL** — Ocean Leather Corp., 42 Garden Street, Newark, N. J.
**SEBAGO**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**SEBEC**—A. C. Lawrence Leather Co., (Div. Swift & Co., Inc.) Sawyer Street, Peabody, Mass.
**SEBOIS**—A. C. Lawrence Leather Co., Div. Swift & Co., Sawyer Street, Peabody, Mass.
**SEE-SAW**—Surpass Leather Co., 10th & Westmoreland Streets, Phila. 40, Pa.
**SENTAN**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**SETON**—Seton Leather Co., 849 Broadway, Newark 4, N. J.
**SHADONET KID**—William Amer Co., 215 Willow Street, Phila., Pa.
**SHADOW KID**—Allied Kid Co., 209 South Street, Boston 11, Mass.
**SHADOW LACE**—Allied Kid Co., 209 South Street, Boston 11, Mass.
**SHAG** — Brezner Division, Allied Kid Co., 145 South Street, Boston, Mass.
**SHARKIP**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**SHASTA**—Sawyer Tanning Co., Box 238, Napa, Calif.
**SHEARLINGS** — Anglo-American Tanning Co., Inc., 334 Broadway, Sheboygan Falls, Wis.
**SHEBEAU**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**SHELTERCAPE** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**SHELTERSUEDE** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**SHEWAN** — Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**SHILCO**—Schifman Leather Co., Inc., 306 Fifth Avenue, New York 1, N. Y.
**SHIMMER** — Amalgamated Leather Companies, Inc., Front & Adams Streets, Wilmington 99, Del.
**SHUCRAFT**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**SHUGLOVE**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**SHULAMB**—A. C. Lawrence Leather Co., Sawyer Street, Peabody, Mass.
**SIDETAN**—General Split Corp., 748 W. Virginia Street, Milwaukee 13, Wis.
**SIERRA**—Sawyer Tanning Co., Box 238, Napa, Calif.
**SIGMA**—Sigma Leather, Inc., 100 Gold Street, New York, N. Y.—Tanner-Importer
**SILBEAU**—Armour Leather Co., 1113 Maryland Avenue, Sheboygan, Wis.
**SILK PURSE**—Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**SILVER GLAZED KID**—John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**SINGAPORE**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**SIROCCO**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**SKI GRAIN**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**SKUFNO**—Eagle Ottawa Leather Co., Grand Haven, Mich.
**SKYLARK**—Beggs & Cobb, Inc., 76 South Street, Boston 11, Mass.
**SLIPPER LAMB** — A. C. Lawrence Leather Co. (Div. Swift & Co., Inc.) Sawyer Street, Peabody, Mass.
**SMOOTHIE**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**SOCCER**—Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**SOFGRAIN**—United Tanners, Inc., 99 South Street, Boston 11, Mass.
**SOFLAMB**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**SOFTEE**—Acme Leather Co., Inc., 139 Lynnfield Street, Peabody, Mass.
**SOFTEE**—Amalgamated Leather Companies, Inc., Front & Adams Avenues, Wilmington 99, Del.
**SOFTEX**—The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**SOFTMOOR** — Horween Leather Co., 2015 Elston Avenue, Chicago 14, Ill.
**SOFTY**—Colonial Tanning Co., Inc., 195 South Street, Boston 11, Mass.
**SOLECO CALF** — South and East Leather Co., 9 East Street, Boston 11, Mass.
**SPARTAN** — Creese & Cook Co., 33 Water Street, Danvers, Mass.
**SPARTAN**—Hebb Leather Co., Inc., 66 Lincoln Street, Boston 11, Mass.
**SPARTAN**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**SPASOFT**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**SPATAN**—Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**SPINNA CALF** — A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**SPORT CALF**—A. C. Lawrence Leather Co., (Div. Swift & Co., Inc.), Sawyer Street, Peabody, Mass.
**STERLING**—Allied Kid Co., 209 South Street, Boston 11, Mass.
**STORM CALF**—B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**STRAFFORD**—United Tanners, Inc., 99 South Street, Boston 11, Mass.
**STREAMLINED**—Eberle Tanning Co., Church Street, Westfield, Pa.
**STURDY OAK**—Eberle Tanning Co., Church Street, Westfield, Pa.
**SUBURBAN**—Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**SUCCESS**—Ziegel, Eisman & Co., 121 Paris Street, Newark 5, N. J.
**SUEDELAMB**—A. C. Lawrence Leather Co., Div. Swift & Co., Sawyer Street, Peabody, Mass.
**SUNITA**—G. Levor & Co., Inc., Gloversville, N. Y.
**SUNRA**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**SUNSHINE CHAMOIS**—Hoyt & Worthen Tanning Corp., Railroad Street, Haverhill, Mass.
**SUPER BLACK DIAMOND** — A. C. Lawrence Leather Co., (Div. Swift & Co., Inc.), Sawyer Street, Peabody, Mass.
**SUPER-FLEX** — Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**SUPERTAN** — Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**SUPERTANNED**—Allied Kid Co., 209 South Street, Boston 11, Mass.
**SUPER TREATED INSOLES**—Armour Leather Co., Sole Leather Div., 500 Arch Street, Williamsport, Pa.
**SWAGGER BUK**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**SWAGGER ELK**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**SWEET KID**—Fleming-Joffe Ltd., 401 Park Avenue South, New York, N. Y.
**SWO-FLEX**—Howes Leather Co., Inc., Cut Sole Div., 321 Summer Street, Boston 10, Mass.
**SYCAMORE**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee 1, Wis.
**SYLKA DESERTAN** — General Split Corp., 748 W. Virginia Street, Milwaukee 13, Wis.
**SYLKA ICE TINTS** — General Split Corp., 748 W. Virginia Street, Milwaukee 13, Wis.

## T

**TACONIC**—J. Lichtman & Sons, 241 Frelinghuysen Avenue, Newark, N. J.
**TAN-ART SUEDE KID**—Tan-Art Co., Inc., Gloversville, N. Y.
**TANDEM**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**TANDRITE CALF**—E. Hubschman & Sons, Div. of Gera Corp., 415 N. 4th Street, Phila. 23, Pa.
**TANFLEX** — Mansasse-Block Tanning Co., 1300 Fourth Street, Berkeley 10, Calif.
**TANNAGE 77**—A. C. Lawrence Leather Co., Div. Swift & Co., Sawyer Street, Peabody, Mass.
**TANNAGE X** — Armour Leather Co., Sole Leather Div., 500 Arch Street, Williamsport, Pa.
**TARTAN**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**TEAL**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**TECHNICALF**—Hermann Loewenstein, Inc., 26 Ferry Street, New York 38, N. Y.
**TEEKO**—A. C. Lawrence Leather Co., Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**TEETER TOTTER**—Wisconsin Leather Co., 1830 S. 3rd Street, Milwaukee, Wis.
**TEXAN**—Superior Tanning Co., 1244 W. Division Street, Chicago 22, Ill.
**THERMOTAN**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**THE WHITEST WHITES**—G. Levor & Co., Inc., Gloversville, N. Y.
**THOROBRED**—J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**TICONDEROGA** — Blackhawk Tanning Co., Inc., 1000 W. Bruce Street, Milwaukee 4, Wis.
**TIGER SHARK**—Ocean Leather Corp., 42 Garden Street, Newark 5, N. J.
**TIOGA OAK** — Eberle Tanning Co., Church Street, Westfield, Pa.
**TIPSI**—The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.
**TOLCO**—The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**TOMAHAWK**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**TONY**—Creese & Cook Co., 33 Water Street, Danvers, Mass.
**TOPPA** — A. C. Lawrence Leather Co. Div Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**TOPPATONE**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**TRANSFLEX** — Transylvania Tanning Co., Inc., 26 Ferry Street, New York 38, N. Y.
**TRANSPARENT KID** — William Amer Co., 215 Willow Street, Phila., Pa.
**TRANSYLVANIA** — Transylvania Tanning Co., Inc., 26 Ferry Street, New York 38, N. Y.
**TRAPUNTO** — Allied Kid Co., 209 South Street, Boston 11, Mass.
**TREASURE ISLAND** — The Griess-Pfleger Tanning Co., 1251 Sand Street, Waukegan, Ill.

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**TRIPPLE CHROME PROCESS** — Osmo Tanning and Mfg. Co., Spartansburg, Pa.
**TRISCUIT** — A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**TROFLEX**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**TROOPER** — Albert Trostel & Sons Co., Milwaukee 1, Wis.
**TROPICAL** — United Tanners, Inc., 99 South Street, Boston 11, Mass.
**TROPICAL SHARK** — Ocean Leather Corp., 42 Garden Street, Newark 5, N. J.
**TROSCO**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**TROSTAN**—Albert Trostel & Sons Co., Milwaukee 1, Wis.
**TRU-TAN** — Rapco Leather Co., 1010 Davis Avenue, So. Milwaukee, Wis.
**TUF TANNED** — Chas. A. Tache Leather Co., 40 N. 3rd Street, Phila. 6, Pa.
**TUFTOE** — Eagle Ottawa Leather Co., Grand Haven, Mich.
**TURFTOP** — A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**TUSCAN** — Hunt-Ranklin Leather Co., 134 Beach Street, Boston 11, Mass.
**TUXEDO SIDES**—Albert Trostel & Sons Co., Milwaukee 1, Wis.

## TANNERS

**TWEED CALF** — A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**TWEEN**—The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**TWINKLE**—Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**TWINTAN**—F. C. Donovan Inc., 192 South Street, Boston 11, Mass.
**TYROL**—The Ohio Leather Co., 1052 N. State Street, Girard, Ohio

### U

**UNADILLA** — Hiteman Leather Co., West Winfield, N. Y.
**UNEEKA**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**UNIBUC** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**UNICELL** — United Tanners, Inc., 99 South Street, Boston 11, Mass.
**UNIGLOVE** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**UNILENE** — United Tanners, Inc., 99 South Street, Boston 11, Mass.
**UNIMOC** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**UNIQUE** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**UNITAN** — United Tanners, Inc., 99 South Street, Boston 11, Mass.
**UPLANDS GRAIN** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**UTELLA** — Albert Trostel & Sons Co., Milwaukee 1, Wis.

### V

**V.I.P.** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**VAGABOND** — Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**VALENCIA** — John R. Evans & Co., 2nd & Erie Streets, Camden 1, N. J.
**VAQUERO** — A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**VASCEL** — Vascel Leather Co., Inc., 315 Fifth Avenue, New York, N. Y.
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**VEEP** — A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.
**VEGETAN**—Eagle Ottawa Leather Co., Grand Haven, Mich.
**VEGETAN** — S. B. Foot Tanning Co., Red Wing, Minn.
**VELGLUV** — Hebb Leather Co., Inc., 66 Lincoln Street, Boston 11, Mass.
**VELKA** — Colonial Tanning Co., Inc., 195 South Street, Boston 11, Mass.
**VELNAP** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**VELO** — Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**VELOURS** — Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**VELORA** — G. Levor & Co., Inc., Gloversville, N. Y.
**VELVESHEEN** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**VELVETAN** — Irving Tanning Co., 134-140 Beach Street, Boston 11, Mass.
**VELVETTA** — Hunt-Rankin Leather Co., 134 Beach Street, Boston 11, Mass.
**VENUS CALF** — B. D. Eisendrath Tanning Co., 1221-23 W. 6th Street, Racine, Wis.
**VERONA** — Seton Leather Co., 849 Broadway, Newark 4, N. J.
**VERZA** — Verza Tanning Co., 107 Foster Street, Peabody, Mass.
**VICUNA** — The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**VIKING** — A. F. Gallun & Sons Corp., 1818 N. Water Street, Milwaukee 1, Wis.
**VIKING** — Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**VIRGINIA OAK** — Virginia Oak Tannery, Inc., Luray, Va.
**VODE** — Allied Kid Co., 209 South Street, Boston 11, Mass.
**VODELLE** — Allied Kid Co., 209 South Street, Boston 11, Mass.
**VOGUE** — J. S. Barnet & Sons, Inc., 128 Boston Street, Lynn, Mass.
**VOTAN** — Virginia Oak Tannery, Inc., Luray, Va.
**VULCATAN** — United Tanners, Inc., 99 South Street, Boston 11, Mass.

### W

**WALTON** — Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**WAPITI** — Albert Trostel & Sons Co., Milwaukee 1, Wis.
**WASHABLE WHITE**—Kirstein Leather Co., 75 Walnut Street, Peabody, Mass.
**WASHETTE** — The Ohio Leather Co., 1052 N. State Street, Girard, Ohio
**WATERBUCK** — Howes Leather Co., Inc., 321 Summer Street, Boston 10, Mass.
**WATERCHECK** — Manasee-Block Tanning Co., 1300 Fourth Street, Berkeley 10, Calif.
**WATERSHED**—A. C. Lawrence Leather Co. Div. Swift & Co., Inc., Sawyer Street, Peabody, Mass.

**WISCONSIN LEATHER CO.**
**1830 So. 3rd St., Milwaukee 4, Wisc.**


**WECO**—Weil & Eisendrath Co., 221 Elston Avenue, Chicago, Ill.
**WEETEEN** — Albert Trostel & Sons Co., Milwaukee 1, Wis.
**WELLFLEET**—Beggs & Cobb, Inc., 76 South Street, Boston 11, Mass.
**WHITE L'ELEGANCE** — Geilich Tanning Co., 491 W. Water Street, Taunton, Mass.
**WHITEST WHITE, THE**—G. Levor & Co., Inc., Gloversville, N. Y.
**WINCHESTER**—Beggs & Cobb, Inc., 76 South Street, Boston 11, Mass.
**WINNEBAGO** — Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**WISCONA** — Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**WOLVERINE PRINTS**—Eagle Ottawa Leather Co., Grand Haven, Mich.

### Y

**YOGI** — Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**YUKON** — Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.
**YUMA** — Fred Rueping Leather Co., 96 Doty Street, Fond du Lac, Wis.

### Z

**ZEBU** — Albert Trostel & Sons Co., Milwaukee 1, Wis.
**ZENITH**—Pfister & Vogel Tanning Co., 1531 N. Water Street, Milwaukee, Wis.
**ZEPHYR BUCK** — Seton Leather Co., 849 Broadway, Newark 4, N. J.
**ZUMBO** — S. B. Foot Tanning Co., Red Wing, Minn.

## ALLIED INDUSTRIES

### A

**AAAA BRAND FELT**—American Felt Co., Glenville Road, Glenville, Conn.
**ABC LIQUID WAX**—Griffin Shoe Polish Div. of Boyle-Midway (Div. of American Home Products Corp.), 22 East 40th Street, New York 16, N. Y.
**ABCO**—Atlantic Blacking & Chemical Co., 45-39 37th Street, Long Island 1, New York
**ABC PATTERN BOARD**—C. B. Hewitt & Bros., Inc., 23-25 Greene Street, N. Y., N. Y.
**ABSORBO**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ACCESSORY BAGS** — Wolf Brothers, Inc., 340 N. 12th Street, Phila. 7, Pa.
**ACETAMINE**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.
**ACME**—machinery — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**ACME**—blades & tools—Henry Westpfal & Co., Inc., 4 E. 32nd Street, N. Y. 16, N. Y.
**ADALOX** — Behr-Manning Co., 1660 Howe Street, Troy, N. Y.
**ADCO** — cement — Adhesive Products Corp., 1660 Boone Avenue, N. Y., N. Y.
**ADHESEX**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ADHESITE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ADHESIVE FOAM** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ADHESTITE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ADJUST ARCH**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ADJUSTABLE ANTERIOR METATARSAL ARCH PROP**—The Arrowsmith Mfg. Co., New York, N. Y.
**ADJUSTABLE ARCH PROP**—The Arrowsmith Mfg. Co., New York, N. Y.
**ADRUB**—cement — Adhesives Products Corp., 1660 Boone Avenue, N. Y., N. Y.
**AEROCREPE** — Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
**AEROFLEX** — Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
**AERO-LITE**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**AEROLITE**—Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
**AEROWALK**—heel cushions & insoles —Silverite Gutterman Co., 212 Summer Street, Boston 10, Mass.
**AFCO**—shoe materials—American Felt Co., Glenville Road, Glenville, Conn.
**A-FLEX**—Consolidated Rubber & Plastics—Shoe Prods. Div. Apex Tire & Rubber Co., 505 Central Avenue, Pawtucket, R. I.
**AIRCELL**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**AIRCORK**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**AIRCUSHION**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**AIRCUSHION-AIROLITE** — The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**AIRFLEX**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**AIRFLYTE PRODUCTS**—M. A. Oberman & Sons, 1236 Washington Avenue, St. Louis 3, Mo.
**AIRFOAM**—Crown Products, Inc., 1330 Dolman Street, St. Louis, Mo.
**AIRFOOT**—Crown Products, Inc., 1330 Dolman Street, St. Louis, Mo.
**AIRLITE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**AIROFLEX** — The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**AIROLITE** — The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**AIR-O-PHYLL** — insoles — Scott Foot Appliance Co., 1701 Webster Street, Omaha 2, Neb.
**AIR-PILLO**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**AIRPLAST**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**AIR-THANE**—St. Louis Rubber Cement Co., Inc., 514 Calvary Street, St. Louis 15, Mo.
**AIRVENT**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.


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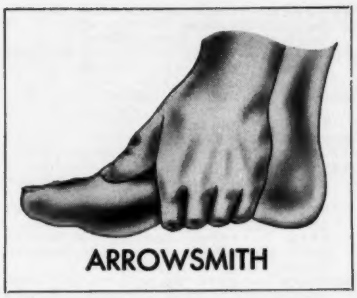


**ALKANOL**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**ALL CLEAR** — Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**ALLFAB**—shoe material—The Felters Co., 210 South Street, Boston, Mass.
**ALL-SIZE**—Clover Mfg. Co., 327 Main Street, Norwalk, Conn.
**ALLWEATHER** — tape — Boston Machine Works Co., 7-17 Willow Street, Lynn, Mass.
**ALLWITE** — Griffin Shoe Polish Div. of Boyle-Midway (Div. of American Home Products Corp.), 22 East 40th Street, New York 16, N. Y.
**ALLWHITE BAG**—Griffin Shoe Polish Div. of Boyle-Midway (Div. of American Home Products Corp.), 22 East 40th Street, New York 16, N. Y.
**ALLWHITE FOAM AEROSOL**—Griffin Shoe Polish Div. of Boyle-Midway (Div. of American Home Products Corp.), 22 East 40th Street, New York 16, N. Y.
**ALOX**—Alox Mfg. Co., 6160 Maple Avenue, St. Louis, Mo.
**ALOXITE**—abrasives — The Carborundum Co., P. O. Box 447, Niagara Falls, N. Y.
**ALPHA**—nailing machine—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**AMBA TIP**—United Lace & Braid, Inc., 166 Valley Street, Providence 9, R. I.
**AMBIRCO** — American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**AMERICAN**—shoe laces—Berk Lace & Braid Mfg. Co., 217 Conant Street, Pawtucket, R. I.
**AMERICAN**—Fayscott Landis Machine Corp., 411 E. Gano Avenue, St. Louis 7, Mo.
**AMERICOTE**—slipper soling—Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**AMERIZE**—American Finish & Chemical Co., 1012 Broadway, Chelsea 50, Mass.
**AMF** — stitching machines — American Machine & Foundry Co., Stitching Machinery Div., 261 Madison Avenue, New York 16, N. Y.
**AMFLEX**—American Finish & Chemical Co., 1012 Broadway, Chelsea 50, Mass.
**AMSSCO**—American Shoe Shank Co., Inc., 53 East Main Street, Avon, Mass.
**ANAGRIP**—Angier Adhesives, 120 Potter Street, Cambridge 42, Mass.
**ANATEX**—Angier Adhesives, 120 Potter Street, Cambridge 42, Mass.
**ANCHOR** — rubber product — Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
**ANCHOR BRAND**—North & Judd Mfg. Co., 500 E. Main Street, New Britain, Conn.
**ANCORBOND**—Leather Fashioners & Craftsmen Co., 430 Main Street, Stoneham 80, Mass.
**ANCORBOND**—Manard H. Moore, Jr., Inc., 430 Main Street, Stoneham, Mass.
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**ANTOINE**—hosiery—Wohl Shoe Co., St. Louis, Mo.
**APEX** — trimming machines — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**A P NATURAL LATEX** — Adhesive Products Corp., 1660 Boone Avenue, N. Y., N. Y.
**APPLETON**—die cutting blocks—Appleton Wood Products Co., 1518 W. Second Street, Appleton, Wis.
**APTEX** — cement — Adhesive Products Corp., 1660 Boone Avenue, N. Y., N. Y.
**AQUAREX**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Dela.
**ARAVIN** — coated plastic — Asher & Boretz, Inc., 40 W. 25th St., N. Y., N. Y.
**ARCH BEND** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ARCH HELP** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ARCHOPLAST** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ARCH PROP** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ARCH PROP ADJUSTOR** — The Arrowsmith Mfg. Co., New York, N. Y.
**ARCH REST INSOLE** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ARCH SUPPORT STYLE** — The Arrowsmith Mfg. Co., New York, N. Y.
**ARCOLITE** — soling — Auburn Rubber Co., Inc., 725 W. 11th Street, Auburn, Ind.
**ARDENITE POLYSTYRENE** — Beckwith-Arden Inc., 203 Arlington Street, Watertown, Mass.
**ARGO-PILE** — Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**ARISTA** — welts — Texon, Inc., Canal Street, So. Hadley Falls, Mass.
**ARISTOCRAT** — Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
**ARISTOCRAT** — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**ARMORCORD** — Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
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**ARMORTRED** — Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**ARMOURCLAD** — Armour & Co., Coated Abrasives Div., Alliance, Ohio
**ARROW** — hafts — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**ARROW FOOT APPLIANCE** — The Arrowsmith Mfg. Co., New York, N. Y.
**ARROWSMITH FOOT APPLIANCES** —The Arrowsmith Mfg. Co., New York, N. Y.
**ATCO** — counters — Amory Counter & Plastic Co., Inc., 55-71 Amory Street, Roxbury, Mass.
**ATHLETE** — arch support — E-Z Walk Corp., 104 W. 17th Street, N. Y., N. Y.
**ATLANTIC** — Atlantic Blacking & Chemical Co., 45-39 37th Street, Long Island 1, N. Y.
**ATLAS** — Columbia Cement Co., Inc., 150 Ingraham Street, Brooklyn 37, N. Y.
**ATLAS** — machinery — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**ATOMIC** — stitching wax — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
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**AUTOFORM** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
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**AVONITE**—Avon Sole Co., Avon, Mass.
**AVONITE FLEX**—Avon Sole Co., Avon, Mass.
**AYRLYTE**—Ayrlyte Corp., 400 Madison Avenue, N. Y. 17, N. Y.
**AYRTEX**—Ayrlyte Corp., 400 Madison Avenue, N. Y. 17, N. Y.

## B

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**BALLET**—satin—Cedar Cliff Silk Co., Inc., 230 Fifth Avenue, N. Y., N. Y.
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**BAMBI BABY SHOE WHITE**—K. J. Quinn & Co., Inc., 209 Canal Street, Malden 48, Mass.
**BARWELT**—Barbour Welting Co., 932 N. Montello Street, Brockton 68, Mass.
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**COBRA**—Goodyear Tire & Rubber Co., Akron, Ohio
**COCHECO RAWHIDE** — laces—I. B. Williams & Sons, 51 Washington Street, Dover, N. H.
**COED AEROSOL CANS** — Vangard Chemical Co., 2550 W. Sullivan Avenue, St. Louis, Mo.
**COED CUSTOM SHOE FINISHES**—Vangard Chemical Co., 2550 W. Sullivan Avenue, St. Louis, Mo.
**COED SHOE DRESSINGS** — Vangard Chemical Co., 2550 W. Sullivan Avenue, St. Louis, Mo.
**COLD BOTTOM FILLER** — Armstrong Cork Co., West Liberty Street, Lancaster, Pa.
**COLFLEX** — Colonial Board Co., 615 Parker Street, Manchester, Conn.
**COLONIAL SPECIAL**—Colonial Board Co., 615 Parker Street, Manchester, Conn.
**COLOR-STRIPE**—Clover Mfg. Co., 327 Main Street, Norwalk, Conn.
**COLUMBIA**—backing cloths—Columbia Backing Corp., 360 Furman Street, Brooklyn 1, N. Y.
**COLUMBIA**—Columbia Button & Nailhead Corp., 20-26 Greene Street, New York 13, N. Y.
**COLUMBIA** — Columbia Cement Co., Inc., 150 Ingraham Street, Brooklyn 37, N. Y.
**COMBAT**—heel paddings — American Hair & Felt Co., 322 Merchandise Mart, Chicago 54, Ill.
**COMBAT**—slipper felt—American Hair & Felt Co., 322 Merchandise Mart, Chicago 54, Ill.
**COMET**—Clover Mfg. Co., 327 Main Street, Norwalk, Conn.
**COMET**—hafts — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**COMET-10 MODEL** — Auto-Soler Co., 267 Marietta Street, N. W., Atlanta, Georgia
**C-O-M-F-I-T-O-P**—Gould & Scammon, Inc., 207 Court Street, Auburn, Maine
**COMFORT**—arches—Scott Foot Appliance Co., 1701 Webster Street, Omaha 2, Neb.
**COMMANDER OF QUALITY**—Mitchellace, Inc., 8th & Adams Streets, Portsmouth, Ohio
**COMMON**—hooks & handles — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**COMPO**—Compo Shoe Machinery Corp., 125 Roberts Road, Waltham 54, Mass.
**CONDUCTIVE**—Avon Sole Co., Avon, Mass.
**CONSOLIDATED**—machinery — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**CONTAFORM** — Prosper Shevenell & Son, Inc., 40 Maple Street, Dover, N. H.
**CONVERT-A-PAK**—Mendle Box Wrap and Label Corp., 8110 Eager Road, St. Louis 17, Mo.
**CONVINSAL** — Manufacturing Laboratories, Inc., 249 Fifth Street, Cambridge, Mass.
**CONVOY**—tote boxes & storage files—Convoy, Inc., 3424 Navarre Rd., S. W., Canton, Ohio
**CONYDE** — vinyl fabric — Interchemical Corp., Cotan Div., 331 Oliver Street, Newark 5, N. J.
**CORD-GRIP**—Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**CORD-ON-END**—Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**CORDUROY** — Avon Sole Co., Avon, Mass.
**CORD-WEAR** — Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**CORK AND BUCK**—Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**CORK-EEZ** — Consolidated Rubber & Plastics—Shoe Prods. Div., Apex Tire & Rubber Co., 505 Central Avenue, Pawtucket, R. I.
**CORK FLEECE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**CORK-GRIP**—Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**CORK-TAN** — Consolidated Rubber & Plastics—Shoe Prods. Div., Apex Tire & Rubber Co., 505 Central Avenue, Pawtucket, R. I.
**CORK-TEX** — Consolidated Rubber & Plastics—Shoe Prods. Div., Apex Tire & Rubber Co., 505 Central Avenue, Pawtucket, R. I.
**COROBUFF** — advertising display paper — Garrison-Wagner Co., 2018 Washington Avenue, St. Louis, Mo.
**CORRECT FITTER**—Lafayette Correct Fitter Co., 34 Light Street, Baltimore 2, Md.
**CORTHELL**—iron — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**CORTLINE**—Cortland Line Co., Inc., 67 E. Court Street, Courtland, N. Y.
**COUNTRY CLUB** — Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**COVER WOOD HEELS**—Delaney Wood Heel Co., 4019 Cherry Street, Cincinnati 23, Ohio
**COVERTSHEEN** — Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**CRAFT CORD**—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, Ohio
**CREPE-TEX**—Consolidated Rubber & Plastics—Shoe Prods. Div., Apex Tire & Rubber Co., 505 Central Ave., Pawtucket, R. I.
**CREPEFLEX**—Lynn Innersole Co., 125 Braintree Street, Allton, Mass.
**CREST** — machine brushes — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**CRISTEX** — Pepperell Mfg. Co., 160 State Street, Boston, Mass.
**CROFUT** — Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**CROPAX** — pads, supports — Forest City Products, Inc., 722 Bolivar Rd., Cleveland 15, Ohio
**CROWN** — Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
**CROWN BRAND**—Silverite Gutterman Co., 212 Summer Street, Boston 10, Mass.
**CROWN FOAMCOTE**—Crown Rubber Co., Fremont, Ohio
**CROWN NEOLITE**—Goodyear Tire & Rubber Co., Akron, Ohio
**CRUSADER**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**CRYSTOLON**—Behr-Manning Co., 1660 Howe Street, Troy, N. Y.
**CUBOID STABILIZER** — foot appliance — The Stabilizer Co., 740 S. Flower Street, Los Angeles, Calif.
**CURA-SOLE**—Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
**CURON**—Fells Mfg. Co., 119 Braintree Street, Allston, Mass.
**CURON** — Lynn Innersole Co., 125 Braintree Street, Allton, Mass.
**CUSHION CORK**—Armstrong Cork Co., West Liberty Street, Lancaster, Pa.
**CUSHION INSOLES**—The Scholl Mfg. Co. ,Inc., Chicago 10, Ill.
**CUSHION TREAD**—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**CUSH-N-CREPE**—Avon Sole Co., Avon, Mass.
**CUSH N FIT** — sponge rubber sheets —Davidson Rubber Co., 50 Brighton Street, Charlestown 29, Mass.
**CUSH-N-FOAM**—Avon Sole Co., Avon, Mass.
**CUSTOM**—O. A. Miller Co., 150 Main Street, Plymouth, N. H.
**CUSTOM FINISH**—Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**CYCLONE** — B. B. Chemical Co., 784 Memorial Drive, Cambridge 39, Mass.
**CYCOLAC ABS** — heel plastic — Marbon Chemical Div., Borg-Warner Corp., P. O. Box 68, Washington, W. Va.
**CYCLONE** — leather bleach — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.

## D

**DAGMAR** — Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
**DAN-DI**—Dan Lewis, Inc., 43 Park Street, Dover, New Hampshire
**DANN-DEE** — Dann-Dee Display Fixtures, 816 N. Milwaukee Avenue, Chicago 22, Ill.
**DANSKIN TIGHTS & LEOTARDS**—Danskin Inc., 437 Fifth Avenue, New York 16, N. Y.
**DAREX**—Dewey & Almy Chemical Co. (Div. of W. R. Grace & Co.), 62 Whittemore Avenue, Cambridge 40, Mass.
**DARKFLEX**—Merker Counter Co., Inc., 12 Duncan Street, Haverhill, Mass.
**DART**—The Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
**DIAGEN**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**DIAZO**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**DELAWARE**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**DELUXE**—Cat's Paw Rubber Co., Inc., Warner & Ostend Streets, Baltimore 30, Md.
**DE LUXE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DENNIS**—adhesives—Dennis Chemical Co., 2701 Papin Street, St. Louis, Mo.
**DERMOLIQUOR** — tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
**DERMOPLAST** — tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
**DIAMOND**—B. F. Goodrich Industrial Products Co., 500 South Main Street, Akron 18, Ohio
**DIAMOND MIST**—International Fabric Corp., 163 Lincoln Street, Boston, Mass.
**DIGITO**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DO-ALL HINGE**—Vulcan Corp., Sinton Mezzanine, Cincinnati 1, Ohio
**DR. SCHOLL'S APPLIANCES** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S ARCHLIFT METATARSAL ARCH SUPPORT** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.

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**DR. SCHOLL'S FOOT BALM** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S FOOT WINGS** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S HALLUXOL** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S HEIGHT ELEVATOR**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S HOSETTES**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S LAMINEX**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S ONIXOL** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S PRESTO ATHLETES FOOT REMEDY** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S SCROLL**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S SOFT FELT HEEL CUSHION**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DR. SCHOLL'S "2" DROP CORN REMEDY**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DODGE-COMPO** — The Dodge Process Co., 20 Toppans Lane, Newburyport, Mass.

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**DOGGIES DOG-EASE** — Burns Cuboid Co., Santa Ana, Calif.
**DOPACO**—Salwen Paper Co., Inc., One Rewe Street, Brooklyn 11, N. Y.
**DOT FASTENERS** — Carr Fastener Company, Div. United-Carr Fastener Corp., 31 Ames Street, Cambridge, Mass.
**DOT-SNAP-IT** — Felch-Anderson Co., 248 Toronto Avenue, Providence, R. I.
**DOUBLEDECK**—Barbour Welting Co., 932 N. Montello Street, Brockton 68, Mass.
**DOUBLEGRIP** — Adhesive Products Corp., 1660 Boone Avenue, N. Y., N. Y.
**DOUBLE SEAL**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DOUBLE TAPE FACE STRIPS** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DOUBLETWILL**—Pepperell Mfg. Co., 160 State Street, Boston, Mass.
**DOUBLEWEAR**—B. F. Goodrich Industrial Products Co., 500 South Main Street, Akron 18, Ohio
**DOVE TAIL**—United Heel Corp., Foot of Crosby Street, Lowell, Mass.
**DOVETAIL HEEL**—Amalgamated Plastics, Crosby Street, Lowell, Mass.
**DOWNEY WHITE**—insoles—E-Z Walk Corp., 104 W. 17th Street, N. Y., N. Y.
**DREMEL** — electric shoe polisher—Dremel Mfg. Co., 2420 18th Street, Racine, Wis.
**DRESS-LITE** — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**DRESS PARADE** — polish — Best Foods, Div. Corn Products Co., Household Products Dept., 1 E. 43rd Street, N. Y., N. Y.
**DRESSWELT**—Barbour Welting Co., 932 N. Montello Street, Brockton 68, Mass.
**DRI-BRITE** — C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**DRI-BRITE** — finish — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**DRITEX**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DRYLON**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DRYSEAL**—The Okonite Co., Passaic, N. J.
**DRYTAN** — Pilar River Plate Corp., 8-10 Lister Avenue, Newark 5, N. J.
**DUCO**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.
**DUFLEX**—Avon Sole Co., Avon, Mass.
**DUFLEX-AVONITE** — Avon Sole Co., Avon, Mass.
**DUFLEX GRISTLE** — Avon Sole Co., Avon, Mass.
**DUFLEX GUMSAR** — Avon Sole Co., Avon, Mass.
**DUFLEX LATEX CREPE**—Avon Sole Co., Avon, Mass.
**DUFLEX NAP**—Avon Sole Co., Avon, Mass.
**DUFLEX RUF TRED**—Avon Sole Co., Avon, Mass.
**DUFLITE**—Avon Sole Co., Avon, Mass.
**DULUX**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.
**DUO-LITE** — Consolidated Rubber & Plastics—Shoe Prods. Div., Apex Tire & Rubber Co., 505 Central Avenue, Pawtucket, R. I.
**DUOTEX** — Pepperell Mfg. Co., 160 State Street, Boston, Mass.
**DUPLEX** — machinery — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**DUPONOL**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.
**DURABEL**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DURABELUM**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DURACORD**—Joyal & Van Dale Co., Inc., 29 River Street, Pawtucket, R. I.
**DURAKALF**—Respro-Textileather and Textileather - Respro Div., General Tire & Rubber Co., 607 Madison St., Toledo 3, Ohio
**DURAL** — adhesives — Dural Co., Inc., 103 W. Pierce Street, Milwaukee 4, Wis.
**DURALENE**—B. B. Chemical Co., 784 Memorial Drive, Cambridge 39, Mass.
**DURALENE**—leather finishes—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**DURALITE**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**DURALITE** — C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**DURALOID** — lacing hooks — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**DURAMID**—Rogers Corp., Mill Street, Rogers, Conn.
**DURAYON**—Avon Sole Co., Avon, Mass.
**DURITE** — Behr-Manning Co., 1660 Howe Street, Troy, N. Y.
**DURO-COAT**—Felch-Anderson Co., 248 Toronto Avenue, Providence, R. I.
**DUROCORK**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**DURO FAST**—Duro Finishing Corp., 110 Chace Street, Fall River, Mass.
**DUROLITE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**DURO PERM**—Duro Finishing Corp., 110 Chace Street, Fall River, Mass.
**DURO-SNAP-IT**—Felch-Anderson Co., 248 Toronto Avenue, Providence, R. I.
**DUROTEX**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**DURO TRON**—Duro Finishing Corp., 110 Chace Street, Fall River, Mass.
**DUTCHMAN** — heels—Amory Counter & Plastic Co., Inc., 55-71 Amory Street, Roxbury, Mass.
**DUZ-RITE**—Jared Holt Co., 107 Broad Street, Albany 2, N. Y.
**DYANSHINE SHOE POLISHES**—Barton Mfg. Co., 4157 N. Kingshighway, St. Louis 9, Mo.
**DYECO** — dyes — Badger Shoe Dye Co., 1013 W. Oklahoma Avenue, Milwaukee 15, Wis.
**DYNACHROME** — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**DYNAHYDE**—O'Sullivan Rubber Corp. Valley Pike, Winchester, Va.
**DYNAPRINT** — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.

## E

**EAGLE BRAND** — felt — The Felters Co., 210 South Street, Boston, Mass.
**EASE-ALL**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**EASE FEET**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**EASE-Z-SLIP** — for lasts — McKnight Chemical Co., Inc., 1234 Ferguson Avenue, St. Louis, Mo.
**EASY FEET**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ECONOMY** — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**ECONOMY** — shoe machines — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**ECONOMY SOCK**—Cooney-Weiss Fabric Corp., 115 Beach Street, Boston 11, Mass.
**EDWARDS**—stamping machines—Boston Machine Works Co., 7-17 Willow Street, Lynn, Mass.
**ELASTICITE**—Irving L. Keith, Inc., 114 Hale Street, Haverill, Mass.
**ELASTIC LOOPS BY RODOX**—Rodox Inc., 41 W. 24th Street, New York 10, N. Y.
**ELASTICON**—lining—Lushan Co., 144 Moody Street, Waltham 54, Mass.
**ELASTO-CREPE** — Goodyear Tire & Rubber Co., Akron, Ohio
**ELDORADO** — Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**ELVACET**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**ELVANOL**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**EMERSON**—wheels—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**EMPIRE**—machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**ENSIGN**—machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**EPIDOL** — tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
**ERCO**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**ESCO**—shanks—Eastern Shank Corp., Church Street, South Easton, Mass.
**ESQUIRE SHOE DRESSINGS** — Knomark, Inc., 330 Wythe Ave., Brooklyn 11, N. Y.
**ESSEX**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**EVANGELINE SLIPPER DYES**—Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**EVER DRI** — waterproofer — Cavalier Co., Key Highway & Jackson, Baltimore 30, Md.
**EVERFLEX**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**EVERLITE**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.

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**EXCELLITE** — Cooney-Weiss Fabric Corp., 115 Beach Street, Boston 11, Mass.
**EXCELLO**—Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**EXTENDORS** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**EXTRALITE**—B. F. Goodrich Industrial Products Co., 500 S. Main Street, Akron 18, Ohio
**EXTRASOFT**—B. F. Goodrich Industrial Products Co., 500 South Main Street, Akron 18, Ohio
**EXTRAWEAR** — Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**EXTRAWEAR**—B. F. Goodrich Industrial Products Co., 500 South Main Street, Akron 18, Ohio
**E-Z** — The Hagerstown Rubber Company, City Park & Highland Way, Hagerstown, Md.
**E-Z-BRITE**—finish—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.

**EZE**—Herman's Nov. Mfg. Co., Inc., 476 Knickerbocker Avenue, Brooklyn 37, N. Y.
**E-Z STRETCH**—Michelman Chemicals Inc., 6316 Wiehl Road, Cincinnati 13, Ohio

## F

**F. B. & N. CO.** — French Beading & Novelty Co., 2914 N. 2nd Street, Philadelphia, Pa.
**FABRAY**—Salwen Paper Co., Inc., One Rewe Street, Brooklyn 11, N. Y.
**FABRICATED**—Eastern Shoe Products, Inc., 420 Arsnal, Watertown 72 Mass.
**FABRICOID** — Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**FABRICON** — lining — Lushan Co., 144 Moody Street, Waltham 54, Mass
**FABRICUSHON**—The Kendall Co., Andrews-Alderfer Div., 1055 Home Avenue, Akron, Ohio
**FABRILITE** — Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**FABRINE**—Fabrine, Inc., 23 Beekman Street, New York 7, N. Y.
**FABRI-SOCK**—Uni-Mark, Inc., 169 "A" Street, Boston 10, Mass.
**FABRI-SOCK V**—Uni-Mark, Inc., 169 "A" Street, Boston 10, Mass.
**FABULITE**—Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
**FACO**—Felch-Anderson Co., 248 Toronto Avenue, Providence, R. I.
**FACO-TWIN**—Felch-Anderson Co., 248 Toronto Avenue, Providence, R. I.
**FADE-A-WAY** — shoe materials—Regano Box Toe Co., 40 Lewis Street, Haverhill, Mass.
**FAIRWAY** — golf spikes — Sterling Worth, Inc., 225 N. Green Street, Chicago, Ill.
**FAIRY FORMS**—displays—Shoe Form Co., Inc., Aurelius Avenue, Auburn, N. Y.
**FAIRYLITE**—displays—Shoe Form Co., Inc., Aurelius Avenue, Auburn, N. Y.
**FALCO-PRESS**—L. F. Fales Machine Company, Walpole, Mass.
**FALES CLICKERS**—L. F. Fales Machine Company, Walpole, Mass.
**FANCY HEELS** — Amory Counter & Plastic Co., Inc., 55-71 Amory Street, Roxbury, Mass.
**FANTOM FOAM** — insoles — Scott Foot Appliance Co., 1701 Webster Street, Omaha 2, Neb.
**FARBERIZED**—innersoles & welting—L. Farber Co., 160 Fremont Street, L. Farber Welting Co., 158 Fremont Street, Worcester, Mass.
**FASHIONTREND** — International Fabric Corp., 163 Lincoln Street, Boston, Mass.
**FEATHERETTE**—Cooney-Weiss Fabric Corp., 115 Beach Street, Boston 11, Mass.
**FEATHERFLEX** — Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
**FEATHER-PINE** — wedges and demi-wedges—Wilner Wood Products Co., Alpine Street, Norway, Maine
**FEATHERWATE** — Cat's Paw Rubber Co., Inc., Warner & Ostend Streets, Baltimore 30, Md.
**FEATHERWEIGHT**—The Arrowsmith Mfg. Co., New York, N. Y.
**FEATHERWEIGHT** — Merker Counter Co., Inc., 12 Duncan Street, Haverhill, Mass.
**FEATHERWEIGHT ARCHES**—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York 12, N. Y.
**FEDERAN**—vinyl coated fabrics—Federal Industries, A. Textron Co., 681 Main Street, Belleville 9, N. J.
**FELCO**—Fells Mfg. Co., 119 Braintree Street, Allston, Mass.
**FELTAN**—non-skid rubber—American Felt Co., Glenville Road, Glenville, Conn.
**FENT-ONAMEL**—paper labels—Fenton Label Co., Coral & Buckius Streets, Philadelphia, Pa.
**FENT-O-SEAL**—Fenton Label Co., 3850 Coral Street, Phila. 24, Pa.
**FERRERS FLEX** — leather board — Brockton Cut Sole Corp., 53 Spark Street, Brockton, Mass.
**FETHA-FOAM**—Plymouth Rubber Co., Revere Street, Canton, Mass.
**FEUTON** — fiber felts — American Felt Co., Glenville Road, Glenville, Conn.
**FIBALIN**—George O. Jenkins Co., 1045 Plymouth Street, Bridgewater, Mass.
**FIBERCORK** — Armstrong Cork Co., West Liberty Street, Lancaster, Pa.
**FIBLECO** — Fibre Leather Mfg. Co., New Bedford, Mass.
**FILLIES** — fillers — Scott Foot Appliance Co., 1701 Webster Street, Omaha 2, Neb.
**FINE-CUT**—Castle Trimming Co., Inc., 327 W. 36th Street, New York 18, N. Y.
**FINEDGE**—Castle Trimming Co., Inc., 327 W. 36th Street, New York 18, N. Y.
**FINE-KORD** — Castle Trimming Co., Inc., 327 W. 36th Street, New York 18, N. Y.
**FINESSE**—J. W. Landenberger & Co., Kensington Avenue & Castor Street, Phila., Pa.
**FIRST AID CUSHIONS** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FIRST QUALITY**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**FITALL**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**FITMASTER**—The Dodge Process Co., 20 Toppans Lane, Newburyport, Mass.
**FITRITE**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**FITWELL** — findings — Van Horne Kaestner Leather Co., 1911-31 S. Allis Street, Milwaukee 7, Wis.
**FIXO**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FIXTAN** — insoles — Western Leather Co., 904 E. Pearson Street, Milwaukee 2, Wis.
**FLANNEL-BACK** — foam insoles—Forest City Products, Inc., 722 Bolivar Rd., Cleveland 15, Ohio
**FLEXA-FORM** — shoe horns — Crystal-Tex Co., 45 S. Raymond Avenue, Pasadena, Calif.
**FLEX-CHROME**—Avon Sole Co., Avon, Mass.
**FLEX CORK** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FLEX-GORE** — Moore Fabrics Inc., Washington Street, Pawtucket, R. I.
**FLEXHESIVE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FLEXIBAND** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FLEXI-FLANGE** — arches — Scott Foot Appliance Co., 1701 Webster Street, Omaha 2, Neb.
**FLEXIWELT** — Barbour Welting Co., 932 N. Montello Street, Brockton 68, Mass.
**FLEX-LASTIK**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FLEXNAP** — lining — W. S. Libbey Co., Lewiston, Me.
**FLEXO** — Jared Holt Co., 107 Broad Street, Albany 2, N. Y.
**FLEXO** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FLEXO ARCH SUPPORT**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FLEXO-FINISH**—Atlantic Blacking & Chemical Co., 45-39 37th Street, Long Island, N. Y.
**FLEXOLITE** — Plymouth Rubber Co., Revere Street, Canton, Mass.
**FLEXO-SPRAY**—Atlantic Blacking & Chemical Co., 45-39 37th Street, Long Island 1, N. Y.
**FLEX-RITE**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**FLEXRITE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FLEXTRA** — box toes & counters—Stedfast Rubber Co., Inc., 34 Topallian Street, Boston 26, Mass.
**FLEXWELD**—U B S Chemical Corp., 491 Main Street, Cambridge 42, Mass.
**FLITE** — soles — Mercantile International, 1133 Broadway, New York 10, N. Y.
**FOAMCOTE**—Crown Rubber Co., Fremont, Ohio
**FOAM-EASE** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOAM EASE CLORO-VENT** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOAMEX**—Firestone Industrial Prods. Co., Akron, Ohio
**FOAM-FAB** — The Kendall Co., Andrews-Alderfer Div., 1055 Home Avenue, Akron, Ohio
**FOAM STEP**—Harold F. Swant Co., 591 Ashland Avenue, St. Paul, Minn.
**FOOT-ARCH** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOT CLINIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOT COMFORT**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOT COMFORT APPLIANCES AND REMEDIES** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOT COMFORT KIT**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOT COMFORT NEWS**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOTDOK**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOT-EAZER** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOT FORM**—arch support—E-Z Walk Corp., 104 W. 17th Street, N. Y., N. Y.
**FOOTLET** — hosiery — J. W. Landenberger & Co., Kensington Avenue & Castor Street, Phila., Pa.
**FOOTLETS**—J. W. Landenberger & Co., Kensington Avenue & Castor Street, Phila., Pa.
**FOOT-LIFTS**—Burns Cuboid Co., Santa Ana, Calif.
**FOOT LITE WHITE**—K. J. Quinn & Co., Inc., 209 Canal Street, Malden 48, Mass.
**FOOTMAN**—Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**FOOT PILLO** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOT RAISE** — arch supports — E-Z Walk Corp., 104 W. 17th Street, N. Y., N. Y.
**FOOT SAVERS**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOT SPRING**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FOOT TRAX** — Scott Foot Appliance Co., 1701 Webster Street, Omaha 2, Neb.
**FONDALON**—Fonda Mfg. Corp., Fonda, N. Y.
**FORMALL**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**FORMAPLASTIC** — Chicago Plastic Products Co., Inc., Chicago, Ill.
**FORMO-MET** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FORMOPED**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FORTICEL**—Celanese Corp. of America, Plastics Div., 180 Madison Avenue, New York 16, N. Y.
**FOSTER**—Cat's Paw Rubber Co., Inc., Warner & Ostend Streets, Baltimore 30, Md.
**FOXEEN**—cord—Fox Edge Co., Inc., Lowell, Mass.
**FOXFLEX**—cord—Fox Edge Co., Inc., Lowell, Mass.
**FOXKRAFT**—cord—Fox Edge Co., Inc., Lowell, Mass.
**FOX-NYLON** — yarns & cords — Fox Edge Co., Inc., Lowell, Mass.
**FOXTISSUE**—cord—Fox Edge Co., Inc., Lowell, Mass.
**400**—shoe laces—Berk Lace & Braid Mfg. Co., 217 Conant Street, Pawtucket, R. I.
**FRENCHY**—Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**FRESNO** — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**FROSTLENE**—Felch-Anderson Co., 248 Toronto Avenue, Providence, R. I.
**FRUIT OF THE LOOM**—bindings and trimmings — Economy Bias Binding Co., Inc., 41-51 E. 11th Street, New York, N. Y.
**FRUIT OF THE LOOM**—Union Underwear Co., Inc., 350 Fifth Avenue, New York 1, N. Y.
**FUCOL** — Colonial Board Co., 615 Parker Street, Manchester, Conn.
**FU-COL**—Henry Fuchs & Son, Inc., 94-104 9th Street, Brooklyn 15, N. Y.
**FUNGICIDES** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**FURBER**—cans—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.

## G

**G. I.**—Chicago Plastic Products Co., Inc., Chicago, Ill.
**GA-LITE**—O. A. Miller Co., 150 Main Street, Plymouth, N. H.
**GA-LITE** — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**GARALUN** — Armour & Co., Coated Abrasives Div., Alliance, Ohio
**GARD** — shoe dressings — Gard Industries, Inc., 1739 Harding Rd., Northfield, Ill.
**GENE** — shoe tree — Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester 9, N. Y.
**GENETEX**—adhesives—Paule Chemical Corp., 102 Arlington Avenue, Charlestown 29, Mass.
**GEORGIA-FLEX** — Georgia Leather Co., 15 Nuttman Street, Newark, N. J.
**GILTAN** — Colonial Board Co., 615 Parker Street, Manchester, Conn.

**GLENCO** — laces — Glencairn Mfg. Co., 5 Saunders Street, Pawtucket, R. I.
**GLIDE LOCK**—Rau Fastener Co., 102 Westfield Street, Providence 7, R. I.
**GMT** — dry transfers — General Trade Mark Co., Inc., 123 Prince Street, New York City 12, N. Y.
**G-942 TANNING AGENT** — E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.
**GOLDCO**—platform material — Golden Leatherboard Co., 151 Essex Street, Haverhill, Mass.
**GOLD FLEX** — platform material — Golden Leatherboard Co., 151 Essex Street, Haverhill, Mass.
**GOLD - N - LITE** — soling — Golden Leatherboard Co., 151 Essex Street, Haverhill, Mass.
**GOLDRAY**—coated plastic—Asher & Boretz, Inc., 40 W. 25th Street, N. Y., N. Y.
**GOLD SEAL**—Jared Holt Co., 107 Broad Street, Albany 2, N. Y.
**GOLF GRIPS** — golf spikes — Sterling Worth, Inc., 225 N. Green Street, Chicago, Ill.
**GOLOCO** — insoles — Golden Leatherboard Co., 151 Essex Street, Haverhill, Mass.
**GOODYEAR**—Goodyear Tire & Rubber Co., Akron, Ohio
**GOODYEAR**—shoe machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**GOODYEAR LUG**—Goodyear Tire & Rubber Co., Akron, Ohio
**GUM-TRED**—Cambridge Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**GRADE A PATTERN PAPER**—C. B. Hewitt & Bros. Inc., 23-25 Greene Street, N. Y., N. Y.
**GRAHAM**—rolls & wheels—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**GREEN-STRIPE**—Clover Mfg. Co., 327 Main Street, Norwalk, Conn.
**GREGG**—Plymouth Rubber Co., Revere Street, Canton, Mass.
**GRID**—Avon Sole Co., Avon, Mass.
**GRID**—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**GRID DESIGN**—B. F. Goodrich Industrial Products Co., 500 South Main Street, Akron 18, Ohio
**GRIFFIN SHOE DRESSINGS** — Griffin Shoe Polish Div. of Boyle-Midway, (Div. of American Home Products Corp.), 22 East 40th Street, N. Y. 16, N. Y.
**GRIP-TIGHT**—Felch-Anderson Co., 248 Toronto Avenue, Providence, R. I.
**GRIPLUG**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**GRIPSTIX**—Adhesive Products Corp., 1660 Boone Avenue, N. Y., N. Y.
**GRIPTEX**—Adhesive Products Corp., 1660 Boone Avenue, N. Y., N. Y.
**GRIPWELD**—Adhesive Products Corp., 1660 Boone Avenue, N. Y., N. Y.
**GRO-CORD**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**GRO-CORK**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**GRO-CREPE** — Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**GRO-LITE**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**GRO-SPORT**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**GUMSAR**—Avon Sole Co., Avon, Mass.

## H

**H. C. A.**—French Beading & Novelty Co., 2914 N. 2nd Street, Phila., Pa.
**HABUCO** — Hadley Bros.-Uhl Co., 518 Calvary Avenue, St. Louis 5, Mo.
**HAB-U-CO** — St. Louis Rubber Cement Co., Inc., 514 Calvary Street, St. Louis, 15, Mo.
**HABU-COAT**—St. Louis Rubber Cement Co., 514 Calvary Street, St. Louis, 15, Mo.
**HABUGLO**—Hadley Bros.-Uhl Co., 518 Calvary Avenue, St. Louis 5, Mo.
**HABU-GLO**—St. Louis Rubber Cement Co., Inc., 514 Calvary Street, St. Louis 15, Mo.
**HAD-U-LAC**—St. Louis Rubber Cement Co., Inc., 514 Calvary Street, St. Louis 15, Mo.
**HAD-U-TEX**—Hadley Bros.-Uhl Co., 518 Calvary Avenue, St. Louis 5, Mo.
**HAD-U-TEX**—St. Louis Rubber Cement Co., Inc., 514 Calvary Street, St. Louis 15, Mo.
**HAGERLITE**—Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
**HALEFOME**—Alfred Hale Rubber Co., 26 Spruce Street, North Quincy, Mass.
**HALEMORE**—Leather Fashioners & Craftsmen Co., 430 Main Street, Stoneham 80, Mass.
**HALF MORE**—Manard H. Moore, Jr., Inc., 430 Main Street, Stoneham, Mass.
**HALF-TRAK** — The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio.
**HALETRED**—Alfred Hale Rubber Co., 26 Spruce Street, North Quincy, Mass.
**HALF-TWIST** — The Scholl Mfg Co., Inc., Chicago 10, Ill.
**HALITE**—Alfred Hale Rubber Co., 26 Spruce Street, North Quincy, Mass.
**HALLUXOL**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**HALTERS**—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York 12, N. Y.
**HANDELOK SHOE BAGS**—Wolf Brothers, Inc., 340 N. 12th Street, Phila. 7, Pa.
**HANDY** — buckles and nailheads — Ormond Mfg. Co., Inc., 313 W. 37th Street, New York, N. Y.
**HEAT SEAL**—Backing cloths—Harry Hirshberg Co., 174 Washington St., Haverhill, Mass.
**HEAVY DUTY**—shoe laces—St. Louis Braid Co., 2035 Lucas Avenue, St. Louis 3, Mo.
**HEELAC** — heel coating — Schwartz Chemical Co., Inc., 50-01 Second Street, Long Island City 1, N. Y.
**HEEL CUSHIONS**—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York 12, N. Y.
**HEEL GRIPPERS**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**HEEL PANTEYS BY PHYLISS LAYMAN**—Heel Panteys Co., Indianapolis, Ind.
**HEELQUALIERS** — Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York 12, N. Y.
**HEEL SNUGGER**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**HEEL STRATES**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**HEEL TREAD**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**HEIGHT ELEVATOR**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**HELMET**—block plane — United Shoe Machinery Corp., 140 Federal Street, Boston, Mass.
**HENFER**—shoe laces—St. Louis Braid Co., 2035 Lucas Avenue, St. Louis 3, Mo.
**HIKER**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**HERCULES**—cement—National Rubber Mfg. Co., 38-31 Ninth Street, Long Island City, N. Y.
**HERCULES**—machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**HERSCO ARCH BALANCERS**—Hersco Arch Products Corp., 137 E. 25th Street, N. Y., N. Y.
**HERSCO POSTUR-KONTROLLERS** — Hersco Arch Products Corp., 137 E. 25th Street, N. Y., N. Y.
**HEVISOLE**—welting—Western Leather Co., 904 E. Pearson Street, Milwaukee 2, Wis.
**HIGH LIGHT** — Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**HI-GLO**—Jared Holt Co., 107 Broad Street, Albany 2, N. Y.
**HI-GOAL**—Charles G. Keferstein, 400 Madison Avenue, New York, N. Y.
**HI-LITE** — American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**HIPPOHYDE** — Leather Fashioners & Craftsmen Co., 430 Main Street, Stoneham 80, Mass.
**HIPPOHYDE**—Manard H. Moore, Jr., Inc., 430 Main Street, Stoneham, Mass.
**HIRSUTE**—Charles P. Lauman Co., Inc., 179 Lincoln Street, Boston 11, Mass.
**HI-SPEED**—buffing rolls—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**HOCKMEYER CORDUROYS** — lining fabrics—Eugene B. Cracovaner, 389 Fifth Avenue, N. Y., N. Y.
**HOFFCO BUCK CLEANERS** — Harri Hoffman Co., Inc., 2018 E. Thomas Avenue, Milwaukee 11, Wis.
**HOFFCO LEATHER WAX**—Harri Hoffman Co., Inc., 2018 E. Thomas Avenue, Milwaukee 11, Wis.
**HOFFCO NYLON VELVET CONDITIONER**—Harri Hoffman Co., Inc., 2018 E. Thomas Avenue, Milwaukee 11, Wis.
**HOFFCO SHOE DRESSINGS** — Harri Hoffman Co., Inc., 2018 E. Thomas Avenue, Milwaukee 11, Wis.
**HOFFCO SUEDE CONDITIONER** — Harri Hoffman Co., Inc., 2018 E. Thomas Avenue, Milwaukee 11, Wis.
**HOLLANDER**—Hollander Metal Products Corp., 1374 Barnum Avenue, Bridgeport 1, Conn.
**HOLLYWOOD DUFORAL** — Hollywood Shoe Polish Co., Richmond Hills 19, New York, N. Y.
**HOLLYWOOD SANI**—Hollywood Shoe Polish Co., Richmond Hills 19, New York, N. Y.
**HOLLYWOOD SANI-BOOTS 'N SADDLES**—Hollywood Shoe Polish Co., Richmond Hills 19, New York, N. Y.
**HOLLYWOOD SANI-CREME** — Hollywood Shoe Polish Co., Richmond Hills 19, New York, N. Y.
**HOLLYWOOD SKUF SHINE** — Hollywood Shoe Polish Co., Richmond Hills 19, New York, N. Y.
**HOL-TITE**—Jared Holt Co., 107 Broad Street, Albany 2, N. Y.
**HOLT'S**—Jared Holt Co., 107 Broad Street, Albany 2, N. Y.
**HOMASOTE**—Dan Lewis, Inc., 43 Park Street, Dover, New Hampshire
**HOUNDSTOOTH**—Lynn Innersole Co., 125 Braintree Street, Allton, Mass.
**HUB**—adhesives—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**HUBSTOCK**—Leather Mfg. Co., 1 Fairmount Street, Hyde Park 36, Mass.
**HYDRODITE**—A J & J O Pilar, Inc., 145 Chapel Street, Newark 6, N. J.
**HYDROLENE**—B. B. Chemical Co., 784 Memorial Drive, Cambridge 39, Mass.
**HYDROLENE** — spray finish — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**HYDROLUBE**—A J & J O Pilar, Inc., 145 Chapel Street, Newark 6, N. J.
**HY-FIL** — Gagan Brothers, Inc., 391 Third Street, Everett, Mass.
**HYFLEX**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**HYGIENIC CORK**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**HYTRONIC**—cutting machines—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.

## I

**IDEAL**—machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**IDEAL PATTERN PAPER** — C. B. Hewitt & Bros., Inc., 23-25 Greene Street, N. Y., N. Y.
**I. MILLER BEAUTIFUL HOSIERY**—Genesco, 111 7th Avenue, N., Nashville, Tenn.
**IMPERIAL**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**IMPERIAL QUALITY** — slippr felt — American Felt Co., Glenville Rd., Glenville, Conn.
**IMPLEX** — heel material — Rhom & Haas Co., W. Washington Square, Phila., Pa.
**INDIA**—Behr-Manning Co., 1660 Howe Street, Troy, N. Y.
**INSERT-O-FLEX**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**INSOLITE** — United States Leather Products Corp., 205-02 Jamaica Avenue, Hollis 23, New York.
**INSTEP SUPPORTER**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**INTASTAY**—W. J. Young Machinery Co., Inc., 416 Union Street, Lynn, Mass.
**INTENSIVE**—Fawcett, Hughes, Inc., 92 Liberty Street, New York 6, N. Y.
**ITALIAN RIB** — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**IXL**—mallet—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.

## J

**J. G. T.**—Just Good Things—John G. Traver Co., Inc., 143 N. 4th Street, Phila. 6, Pa.
**J. P. I. CALLUS CUSHIONS** — Johnson Products, Inc., 702 Jackson Bldg., Indianapolis, Ind.
**J. P. I. SOLE FITTERS**—Johnson Products, Inc., 702 Jackson Bldg., Indianapolis, Ind.

**JACK GOODMAN** — findings — Crown Wood Heel Corp., 17 White Street, New York 13, N. Y.
**JACQUELINE**—hosiery & polish—Wohl Shoe Co., St. Louis, Mo.
**JAVATEX LATEX CEMENTS** — Java Latex & Chemical Corp., 1713 W. Farms Road, New York 59, N. Y.
**JAY GEE PRODUCTS, INC.**—soling—Crown Wood Heel Corp., 17 White Street, New York 13, N. Y.
**JENKINS**—George O. Jenkins Co., 1045 Plymouth Street, Bridgewater, Mass.
**JETITE HEELS** — Goodyear Tire & Rubber Co., Akron, Ohio
**JIFFY-ON** — Coulson Heel Co., Inc., Poplar & Spruce Streets, Hanover 1, Pa.
**JOCKO** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**JULIETTA**—International Fabric Corp., 163 Lincoln Street, Boston, Mass.
**JUNIOR MISS BAGS**—Mighty Midget Leather Goods, 650 Avenue of the Americas, New York 11, N. Y.
**JUS-TIK-ON**—labels—Meyer Label Co., Inc., 5 E. 16th Street, New York 3, N. Y.
**JUSTRITE**—Justrite Mfg. Co., 2061 N. Southport Avenue, Chicago, Ill.
**JUVENILE**—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.

## K

**KAFFOR KID** — Cooney-Weiss Fabric Corp., 115 Beach Street, Boston 11, Mass.
**KAFSTED** — lining — Stedfast Rubber Co., Inc., 34 Topalian Street, Boston 26, Mass.
**KAFTEEN** — Cooney-Weiss Fabric Corp., 115 Beach Street, Boston 11, Mass.
**KAM-KORK** — Cambridge Rubber Co., Vul-Cork Div., 748 Main Street, Cambridge 39, Mass.
**KANTSCUF**—Leather Fashioners & Craftsmen Co., 430 Main Street, Stoneham 80, Mass.
**KANTSCUF LACE**—Manard H. Moore, Jr., Inc., 430 Main Street, Stoneham, Mass.
**KANT SLIP**—Ratcliff Products & Sales Co., 849 E. Cherry Street, Columbus 5, Ohio
**KARAK**—Avon Sole Co., Avon, Mass.
**KEEP-A-SHINE** — Kepec Chemical Corp., 1454 N. 4th Street, P. O. Box 782, Milwaukee 1, Wis.
**KELLY'S BOOT POLISH** — George J. Kelly, Inc., 56 Sanderson Avenue, E. Lynn, Mass.
**KELLY'S DEBUTANTE FABRIC DYE** —George J. Kelly, Inc., 56 Sanderson Avenue, E. Lynn, Mass.
**KELLY'S LEATHER STAYSDYED** — George J. Kelly, Inc., 56 Sanderson Avenue, E. Lynn, Mass.
**KEPECO**—Kepec Chemical Corp., 1454 N. 4th Street, P. O. Box 782, Milwaukee 1, Wis.
**KEPOLAC**—Kepec Chemical Corp., 1454 N. 4th Street, P. O. Box 782, Milwaukee 1, Wis.
**KEYSSCO SHANKS**—Keystone Sole & Shank Co., 601 Washington Street, Lynn, Mass.
**KID O TEX**—Hi-Goal Products Corp., 400 Madison Avenue, New York 17, N. Y.
**KIDDIE HAND BAGS**—Mighty Midget Leather Goods, 650 Avenue of the Americas, New York 11, N. Y.
**KICKER TOE**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**KIDDIE HAND BAGS**—Mighty Midget Leather Goods, 650 Avenue of the Americas, N. Y. 11, N. Y.
**KID-O-TEX**—Ayrlyte Corp., 400 Madison Avenue, N. Y. 17, N. Y.
**KING B**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**KING**—bindings—Pero & Daniels, Inc., 315 Centre Street, Boston, Mass.
**KIRO**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**KIRO ADHESIVE FELT** — Chiropody Supply Headquarters, Inc., Chicago, Ill.
**KIROPEDIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**KIROPLASTIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**KIWI** — The Kiwi Polish Co., High Street, Pottstown, Pa.
**KLENARIN**—tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
**KLIKIT**—Rau Fastener Co., 102 Westfield Street, Providence, R. I.
**KLIKON**—Rau Fastener Co., 102 Westfield Street, Providence 7, R. I.
**KLINGWHITE**—B. B. Chemical Co., 784 Memorial Drive, Cambridge, Mass.
**KLINGWHITE**—shoe dressing — United Shoe Machinery Corp., 140 Federal St., Boston 7, Mass.
**KOFAB**—coated plastic—Asher & Boretz, Inc., 40 W. 25th Street, N. Y., N. Y.
**KORKITE**—Cambridge Rubber Co., Vul-Cork Div., 748 Main Street, Cambridge 39, Mass.
**KORRECT-WAY** — American Fixtures, Inc., 2300 Locust Street, St. Louis 3, Mo.
**KORRECTO**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**KRACOR**—Fells Mfg. Co., 119 Braintree Street, Allston, Mass.
**K-7 FOOT SPRAY** — Gard Industries, Inc., 1739 Harding Road, Northfield, Ill.


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KIWI POLISH CO., POTTSTOWN, PA.


**KUB-TRED**—Plymouth Rubber Co., Revere Street, Canton, Mass.
**KUM-FOOT**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**KUMFYREST** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**KUROTEX**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**KUROTEX SPOT PADS** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**KWINAFLEX**—Rogers Corp., Mill Street, Rogers, Conn.
**KWINTAN**—Rogers Corp., Mill Street, Rogers, Conn.
**KZG**—knives & groovers—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.

## L

**LABCOR**—Fells Mfg. Co., 119 Braintree Street, Allston, Mass.
**LABYRINTH** — Leather Fashioners & Craftsmen Co., 430 Main Street, Stoneham 80, Mass.
**LABYRINTH**—Manard H. Moore, Jr., Inc., 430 Main Street, Stoneham, Mass.
**LAFAYETTE CORRECT FITTER** — Lafayette Correct Fitter Co., 34 Light Street, Baltimore 2, Md.
**LA FOME**—insoles & arch supports—E-Z Walk Corp., 104 W. 17th Street, N. Y., N. Y.
**LAMB'S WOOL**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**LAMINEX**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**LANDIS** — Fayscott Landis Machine Corp., 411 E. Gano Avenue, St. Louis 7, Mo.
**LANOL WHITE**—Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**LANO - WAX** — Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**LANTUCK NON-WOVEN FABRICS** — Wellington Sears Co., 65 Worth Street, New York, N. Y.
**LASTEX** — Lastex Division, United States Rubber Co., 1230 Sixth Avenue, New York 20, N. Y.
**LASTIC BOND NOTMELTS**—Thompson Shoe Products, Inc., 67 Perkins Ave., Brockton 26, Mass.
**LASTIK**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**LASTIK-ANKLETS** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**LASTLOK**—adhesives—National Rubber Mfg. Co., 38-31 Ninth Street, Long Island City, N. Y.
**LATYL**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**LEATHER LATHER**—Gard Industries, Inc., 1739 Harding Road, Northfield, Ill.
**LEATHERLYKE**—Leather Fashioners & Craftsmen Co., 430 Main Street, Stoneham 80, Mass.
**LEATHERLYKE** — Manard H. Moore, Jr., Inc., 430 Main Street, Stoneham, Mass.
**LEATHEROK** — George O. Jenkins Co., 1045 Plymouth Street, Bridgewater, Mass.
**LEATHER RENEW**—Cavalier Co., Key Highway & Jackson, Baltimore 30, Md.
**LEATHER RUB**—Alstons, Five North Wabash Avenue, Chicago 2, Ill.
**LEATHER-TITE**—Leather Mfg. Co., 1 Fairmount Street, Hyde Park 36, Mass.
**LEFALIN**—Lefatex, Inc., 1045 Plymouth Street, Bridgewater, Mass.
**LEFAMID**—Lefatex, Inc., 1045 Plymouth Street, Bridgewater, Mass.
**LEFATEX**—Lefatex, Inc., 1045 Plymouth Street, Bridgewater, Mass.
**LETHACOL**—Colonial Board Co., 615 Parker Street, Manchester, Conn.
**LETHYR-LYK**—Cortland Line Co., Inc., 67 E. Court Street, Cortland, N. Y.
**LEUCOSOL**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**LFX**—Prosper Shevenell & Son, Inc., 40 Maple Street, Dover, N. H.
**LIFETIME HEELS**—Amalgated Plastic Corp., Ft. of Crosby St., Lowell, Mass.
**LIFETIME HEELS** — Lifetime Heels, Lawrence, Mass.
**LIFETIME HEEL**—Service Heel Co., 60 Island Street, Lawrence, Mass.
**LIFETIME HEELS**—United Heel Corp., Foot of Crosby St., Lowell, Mass.
**LIFETIME HEELS** — Universal Heel Co., Inc., 95 Bridge Street, Lawrence, Mass.
**LIGHTNING**—Shoe stretcher — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**LIGTONE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**LILY**—hosiery displays—Thall Plastics & Metals Co., 139 Duane Street, N. Y., N. Y.
**LIMA-CORK**—Gro - Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**LINSUEDE** — Cooney - Weiss Fabric Corp., 115 Beach Street, Boston 11, Mass.
**LITE-FLEX**—Cat's Paw Rubber Co., Inc., Warner & Ostend Streets, Baltimore 30, Md.
**LITE-O-FLEX**—Consolidated Rubber & Plastics—Shoe Prods. Div., Apex Tire & Rubber Co., 505 Central Avenue, Pawtucket, R. I.
**LITEWAIT**—Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
**LITHOSOL**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.
**LOCKETT** — crimping machines — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**LONG ARM**—shoe box handler—Carl Beeman, Cedar Heights Road, Stamford, Conn.
**LONGWEAR**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**LONGWEAR** — Gro-Cord Rubber Co., 807 N Jackson Street, Lima, Ohio
**LONG WEAR** — Hagerstown Rubber Co., City Park Highland Way, Hagerstown, Md.
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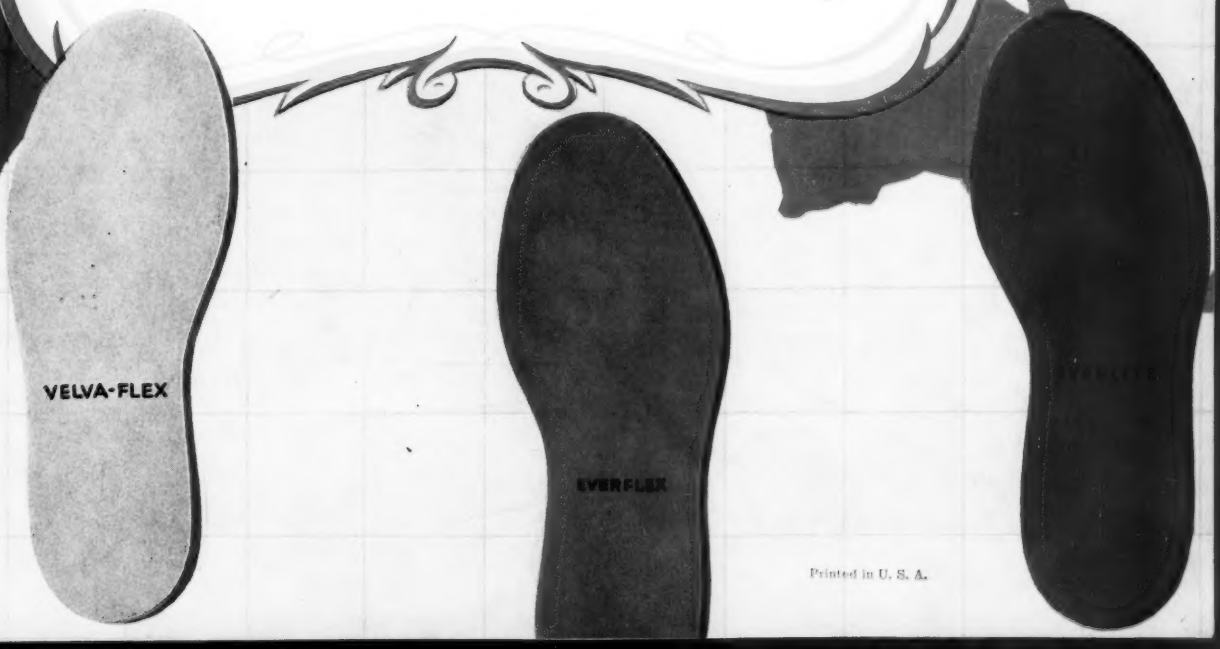


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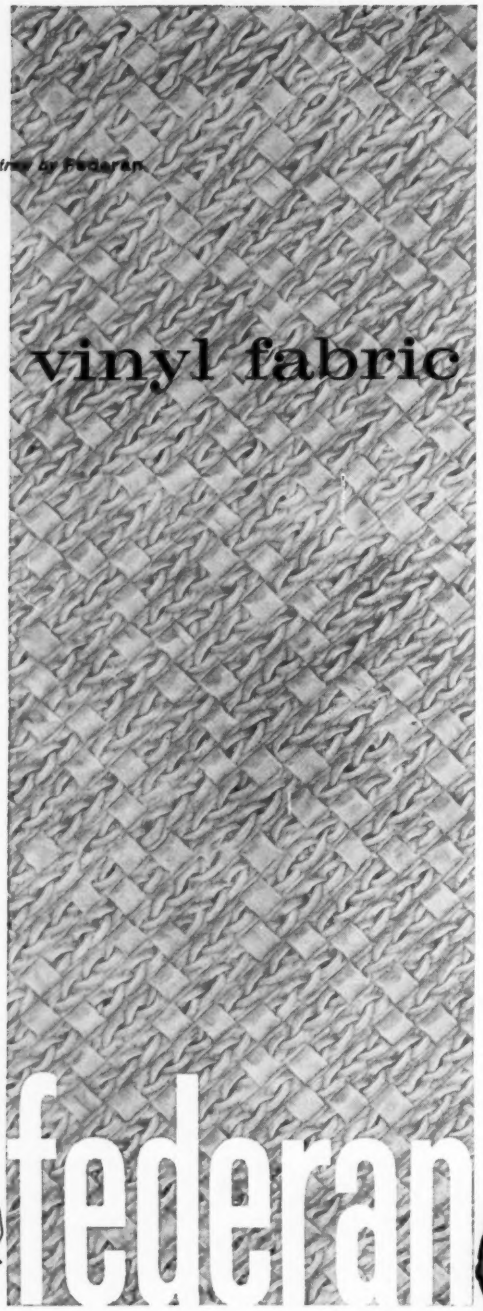

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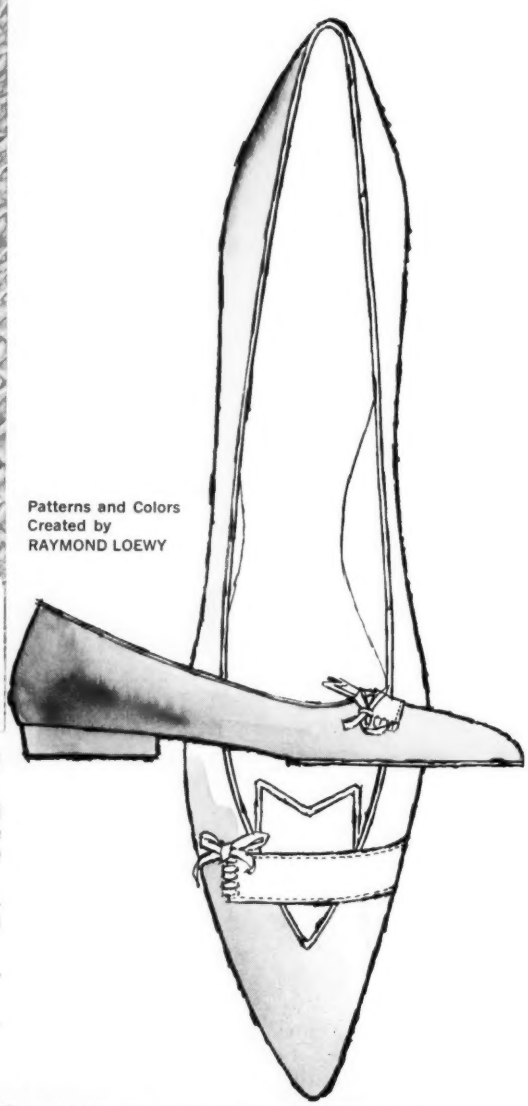

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**LUCOLITE** — Lushan Co., 144 Moody Street, Waltham 54, Mass.
**LUMARITH**—Celanese Corp. of America, Plastics Div., 180 Madison Avenue, New York 16, N. Y.
**LUSANE**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**LUSTRA-SHEEN**—B. B. Chemical Co., 784 Memorial Drive, Cambridge 39, Mass.
**LUSTA-WAX** — finishing wax—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**LUSTRA-SHEEN**—finish—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
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**LYNCOR**—Fells Mfg. Co., 119 Braintree Street, Allston, Mass.
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**LYNN SHOE POLISH**—George J. Kelly Inc., 56 Sanderson Avenue, E. Lynn, Mass.
**LYNOL LEATHERS** — Lynn Innersole Co., 125 Braintree Street, Allton, Mass.

## M

**MACALITE**—The Scholl Mfg Co., Inc., Chicago 10, Ill.
**MACTAVISH CORD-ON-END**—Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**MAGIC**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**MAGIC-BOND** — Magic Chemical Company, 121 Crescent Street, Brockton 2, Mass.
**MAGIC-VULC** — Magic Chemical Company, 121 Crescent Street, Brockton 2, Mass.
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**MARBON 8000**—resin—Marbon Chemical Div., Borg-Warner Corp., P. O. Box 68, Washington, W. Va.
**MARDOL**—Marden-Wild Corp., 500 Columbia Street, Somerville 43, Mass.
**MARK ANDY**—labels—Mark Andy, 145 Grand Avenue, Kirkwood, Mo.
**MARKER**—dies—Advance Cutting Die Co., Inc., 4159 Warne Avenue, St. Louis, Mo.
**MASKROME**—tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
**MARKSMAN**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**MARR'S**—repairs & waxes — McKnight Chemical Co., Inc., 1234 Ferguson Avenue, St. Louis, Mo.
**MASON BRUSHES** — Mason Brush Works, 38 Austin Street, Worcester 2, Mass.
**MASTER TREAD** — Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**MATERNITY**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**MAXECON**—B. F. Goodrich Industrial Products Co., 500 South Main Street, Akron 18, Ohio
**McMURRAY** — cementing machine — Irving L. Keith, Inc., 114 Hale Street, Haverhill, Mass.
**McKNIGHTS**—McKnight Chemical Co., Inc., 1234 Ferguson Avenue, St. Louis, Mo.
**MEARTHANE** — toplifts — Fred W. Mears Heel Co., Inc., 2 S. Broadway, Lawrence, Mass.
**MEDIC-AID**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**MEDICAL**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**MEDICO** — arch supports—E-Z Walk Corp., 104 W. 17th Street, N. Y., N. Y.
**MEDIPLASTIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**MEDISK**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**MELLOTEX**—Gilbert Freeman Inc. — 1959, 151 Lincoln Street, Boston 11, Mass.
**MEL-O-BRITE** — white renovator — Paule Chemical Corp., 102 Arlington Avenue, Charlestown 29, Mass.
**MELOFLEX**—Central Counter Co., 4515 Shaw Avenue, St. Louis, Mo.
**MEL-O-PERMA**—Merker Counter Co., Inc., 12 Duncan Street, Haverhill, Mass.
**MEL-O-TONE**—finishes—Paule Chemical Corp., 102 Arlington Avenue, Charlestown 29, Mass.
**MEL-O-TOP**—Merker Counter Co., Inc., 12 Duncan Street, Haverhill, Mass.
**MELTONIAN SHOE CREAM**—Salomon & Phillips, 460 Fourth Avenue, New York 16, N. Y.
**MERCATON**—vinol—Mercantile International, 1133 Broadway, New York 10, N. Y.
**MERPENTINE** — E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
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**METALITE** — Behr-Manning Co., 1660 Howe Street, Troy, N. Y.
**METAL-LUX** — Milwaukee Chair Co., 3022 W. Center Street, Milwaukee 45, Wis.
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**MET ARCH INSOLE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**META-REST** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**MET-EEZE** — Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York 12, N. Y.
**METHACROL** — E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**MET KUSHION**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**METROPOLITAN** — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.

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**MICROSHEEN STAIN BOOT POLISH**—Griffin Shoe Polish Div. of Boyle-Midway (Div. of American Home Products Corp.), 22 East 40th Street, New York 16, N. Y.
**MIDSOLITE** — United States Leather Products Corp., 205-02 Jamaica Avenue, Hollis 23, N. Y.
**MIGHTY MIDGET** — Mighty Midget Leather Goods, 650 Avenue of the Americas, New York 11, N. Y.
**MILLER** — treeing machines—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**MILLER SHOE AND LEATHER CREAM**—O. A. Miller Co., 150 Main Street, Plymouth, N. H.
**MILWAUKEE** — Milwaukee Chair Co., 3022 W. Center Street, Milwaukee 45, Wis.
**MIRRORBRIGHT**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**MIRRO PLASTIC POLISH & CLEANER**—Java Latex & Chemical Corp., 1713 W. Farms Road, New York 59, N. Y.
**MITCHELLACE**—Mitchellace, Inc., 8th & Adams Streets, Portmouth, Ohio
**MODEL LPD**—double latex cementer—Boston Machine Works Co., 7-17 Willow Street, Lynn, Mass.
**MODEL 7 LP**—latex cementing machines—Boston Machine Works Co., 7-17 Willow Street, Lynn, Mass.
**MODERN**—shoe laces—St. Louis Braid Co., 2035 Lucas Avenue, St. Louis 3, Mo.
**MOHAWK**—Joyal & Van Dale Co., Inc., 29 River Street, Pawtucket, R. I.
**MOHAWK**—shoe tree—Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester 9, N. Y.
**MOHECO**—heels—Missouri Heel Co., 4067 Folsom Street, St. Louis, Mo.
**MOLDSTITE** — binding — United Stay Co., Inc., 222 Third Street, Cambridge, Mass.
**MOLEFOAM**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**MONARCH**—Monarch Marking System Co., 216 S. Torrence Street, Dayton, Ohio
**MONARCH**—Monarch Rubber Co., Inc., 3500-3522 Pulaski Highway, Baltimore 24, Md.
**MONARCH**—machinery — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**MONOSULPH** — Nopco Chemical Co., Harrison, N. J.
**MOONGLOW**—Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**MORTON**—lasts—Morton Last Co., 654 Evans St., Cinn. 4, Ohio
**MUSTANG** — Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
**MUSTANG** — Respro-Textileather and Textileather - Respro Div., General Tire & Rubber Co., 607 Madison St., Toledo 3, Ohio

## N

**N.B.C.**—shoe products—National Backing Corp., 38-31 Ninth Street, Long Island City, N. Y.
**NABACK** — shoe products — National Backing Corp., 38-31 Ninth Street, Long Island City, N. Y.
**NAMES YOU KNOW**—shoe box—Wohl Shoe Co., St. Louis, Mo.
**NAP**—Avon Sole Co., Avon, Mass.
**NAPLINE**—Avon Sole Co., Avon, Mass.
**NAPTHANIL**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware

**NARUCO**—adhesives—National Rubber Mfg. Co., 38-31 Ninth Street, Long Island City, N. Y.
**NATURAL PLANTATION SOLE CREPE**—Ramco Trading Corp., 76 Beaver Street, New York 5, N. Y.
**NATURAL TIP**—laces—Hutmacher Braiding Co., 132 Beckwith Avenue, Paterson 3, N. J.
**NATURO**—George O. Jenkins Co., 1045 Plymouth Street, Bridgewater, Mass.
**NAUMKEAG**—pads, covers & machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**NEATIP**—shoe laces—St. Louis Braid Co., 2035 Lucas Avenue, St. Louis 3, Mo.
**NEBCO**—shoe laces—Berk Lace & Braid Mfg. Co., 217 Conant Street, Pawtucket, R. I.
**NECCO**—New England Counter Co., Inc., Minot Avenue, Auburn, Maine
**NEOCHROME** — tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
**NEO-COMP**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**NEO-CORD**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**NEO-CORK**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**NEO-CREPE**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima Ohio
**NEO-FOAM**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**NEOGLASS**—tanning material—Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
**NEOLITE**—Goodyear Tire & Rubber Co., Akron, Ohio
**NEOLITE CREPE**—Goodyear Tire & Rubber Co., Akron, Ohio
**NEOLITE FLEX SOLES**—Goodyear Tire & Rubber Co., Akron, Ohio
**NEOLITE PENETRATING EDGE DYE**—Goodyear Tire & Rubber Co., Akron, Ohio
**NEOMERPIN**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**NEO-NUCLEAR**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**NEOPRENE-AIRCUSHION**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**NEOPRENE - AIRCUSHION - CORK**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**NEOPRENE - AIRCUSHION - GRIT**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**NEOPRENE-NITROCREPE**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**NEOPRENE-NITROFLEX**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**NEOSAPAN**—tanning material—Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
**NEO-SUPREME**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**NEOTHANE**—Goodyear Tire & Rubber Co., Akron, Ohio
**NEUTRA-TONE**—United Shoe Machinery Corp., 140 Federal Street, Boston, 7, Mass.
**NEUTRAL LOTION CREAM**—Griffin Shoe Polish Div. of Boyle-Midway (Div. of American Home Products Corp.), 22 East 40th Street, New York 16, N. Y.
**NEWCO**—The George W. Newman Leather Co., 230 E. Eighth Street, Cincinnati 2, Ohio
**NEW DELHI**—Cooney-Weiss Fabric Corp., 115 Beach Street, Boston 11, Mass.
**NEWFLEX**—shoe materials—Newth Rubber Co., County Road, Barrington, R. I.
**NEW YORK**—shoe manufacturing machines—Boston Machine Works Co., 7-17 Willow Street, Lynn, Mass.
**NEW YORK**—heel & sole cementer—Boston Machine Works Co., 7-17 Willow Street, Lynn, Mass.
**NI-LIFTS**—Guida Wood Heel Co., 21 33rd Street, Brooklyn 22, N. Y.
**NITROCREPE**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**NITROFLEX**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**NITROLAIRE**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**NITROLITE**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**NITROSIL**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**NO MAR**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**NON-SCUFF**—Cavalier Co., Key Highway & Jackson Street, Baltimore 30, Md.
**NONE SUCH**—Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
**NO-PAIN**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**NOPCO**—Nopco Chemical Co., Harrison, N. J.
**NOPCOL**—Nopco Chemical Co., Harrison, N. J.
**NORTHCOOL**—Shain & Company, 145 South Street, Boston 11, Mass.
**NORWOOD**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**NOSNIP FRENCHCORD BINDING**—Churchill Manufacturing Co., Inc., Crosby and Newhall Streets, Lowell, Mass.
**NU-ARCOLITE**—soling & toplifting—Auburn Rubber Co., Inc., 725 W. 11th St., Auburn, Ind.
**NUCHROME**—tanning material—Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
**NU CREPE**—Monarch Rubber Co., Inc., 3500-3522 Pulaski Highway, Baltimore 24, Md.
**NU-GRIP**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**NU-PRO NO. 8 (NO. L & NO. 18)**—Manufacturing Laboratories, Inc., 249 Fifth Street, Cambridge, Mass.
**NUR-O-CEL**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**NURON**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**NURON-CREPE**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**NURON-FLEX**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**NYCOOL**—Shain & Company, 145 South Street, Boston 11, Mass.
**NYGEN**—Respro - Textileather and Textileather - Respro Div., General Tire & Rubber Co., 607 Madison St., Toledo 3, Ohio
**NYLONAIRE**—Gilbert Freeman, Inc.—1959, 151 Lincoln Street, Boston 11, Mass.
**NYLOVEL**—Martin Fabrics Corp., 48 W. 38th Street, N. Y., N. Y.
**NYRCO RUBBER CEMENT**—New York Rubber Cement Co., 1660 Boone Avenue, Bronx 60, N. Y.

## O

**O.K.**—Alox Mfg. Co., 6160 Maple Avenue, St. Louis, Mo.


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**OAKALINE**—finish—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**OAK S**—Pilar River Plate Corp., 8-10 Lister Avenue, Newark 5, N. J.
**OAK-TAN**—George O. Jenkins Co., 1045 Plymouth Street, Bridgewater, Mass.
**ODORID**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**O'D**—reinforcing tape & taping machines—O'Donnell Rubber Products Co., 2715 Colerain Avenue, Cincinnati 25, Ohio
**OIL FOIL**—felt—American Felt Co., Glenville Rd., Glenville, Conn.
**OIL GUARD**—Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
**OKOPRENE**—The Okonite Co., Passaic, N. J.
**OLD HICKORY**—Hickory Shoe Lace Co., Lenoir Highway, Hickory, N. C.
**OLD TANNER WHITE**—Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**ONAWA HALTER & PAD**—Onawa Halter & Pad Mfgs., Onawa, Iowa
**ONCO**—Brown Co., 150 Causeway, Boston 14, Mass.
**ONCO INSOLE-ATED**—Brown Co., 150 Causeway, Boston 14, Mass.
**#1X DRESSING**—Loftus Mfg. & Supply Company, 3679 Laclede Avenue, St. Louis 8, Mo.
**ONIXOL**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**OPORTO**—Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**ORANGE-STRIPE**—Clover Mfg. Co., 327 Main Street, Norwalk, Conn.
**ORIOLE**—The Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
**ORIOLE INDIAN TAN**—laces—I. B. Williams & Sons, 51 Washington Street, Dover, N. H.
**ORMOND**—buckles and nailheads—Ormond Mfg. Co., Inc., 313 W. 37th Street, New York, N. Y.
**ORTHOMETER**—shoe measuring device—Orthometer—Harry N. Wheeler, P. O. Box 3237 Highland Station, Birmingham 5, Ala.
**OSGOOD**—tapers—Boston Machine Works Co., 7-17 Willow Street, Lynn, Mass.
**OSMO**—sheepskin products—Osmo Tanning and Mfg. Co., Spartansburg, Pa.
**OSTEOPATHIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**OSTEOPEDIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**OSTEOPLASTIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**O'SULLIVAN**—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**O'SULLIVAN-ITE**—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**OUR HERO**—Plymouth Rubber Co., Revere Street, Canton, Mass.
**OXFORD**—turning irons—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**OZITE**—slipper felt—American Hair & Felt Co., 322 Merchandise Mart, Chicago 54, Ill.
**OZITE**—platform felt—American Hair & Felt Co., 322 Merchandise Mart, Chicago 54, Ill.

## P

**P.G.A.**—golf spikes—Sterling Worth, Inc., 225 N. Green Street, Chicago, Ill.
**PACIDURA**—shoe lining—Wamsutta/Pacific Industrial Fabrics, 1430 40th Street, Broadway, New York 18, N. Y.

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**SHOE DISPLAY FORMS AND TREES**

***Shoe Forms***
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**PACIFATE**—shoe linings—Wamsutta/Pacific Industrial Fabrics, 1430 40th Street, Broadway, New York 18, N. Y.
**PACKARD EASY-STRETCH**—Packard Shoe Dressing Co., 22 Station Avenues, Brockton, Mass.
**PACKARD MAGIC WHITE**—Packard Shoe Dressing Co., 22 Station Avenues, Brockton, Mass.
**PACK FLAT**—O. A. Miller Co., 150 Main Street, Plymouth, N. H.
**P & D**—trimmings—Pero & Daniels, Inc., 315 Centre Street, Boston, Mass.
**PAISLEY-TIME** — Majestics Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**PALCO**—suede spray—Paule Chemical Corp., 102 Arlington Avenue, Charlestown 29, Mass.
**PALQUATONE**—sprays—Paule Chemical Corp., 102 Arlington Avenue, Charlestown 29, Mass.
**PANAMA**—International Fabric Corp., 163 Lincoln Street, Boston, Mass.
**PANCO**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**PARACORD**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**PARAMOUNT**—Mitchellace, Inc., 8th & Adams Streets, Portsmouth, Ohio
**PARA-VINL** — Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**PARLON**—E. W. Parks Co., 70 Beacon Street, Worcester, Mass.
**PARSHELL**—E. W. Parks Co., 70 Beacon Street, Worcester, Mass.
**PAR-TAN**—E. W. Parks Co., 70 Beacon Street, Worcester, Mass.
**PARVA**—Parva Buckle Co., 2974 Whitney Avenue, Mt. Carmel, Conn.
**PATENLITE** — Cooney-Weiss Fabric Corp., 115 Beach Street, Boston 11, Mass.
**PATENT GLO** — Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**PATRICIAN CREPE** — Rosemont Industries, Inc., 10 W. 33rd Street, New York 1, N. Y.
**PATTINA**—Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**PEDA DOWN**—Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**PEDA-PILLO** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PEDIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PEDICO** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PEDICREME** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PEDICURE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PEDO-FLEX** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PEDO-GRAPH**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PED-O-KUBE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PEDOPLASTIK**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PEDO-PRINT** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PEDROC**—coatings — Pero & Daniels, Inc., 315 Centre Street, Boston 30, Mass.
**PEER**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**PEERLESS**—satin & faille—Cedar Cliff Silk Co., Inc., 230 Fifth Avenue, New York, N. Y.
**PEERLESS**—B. F. Goodrich Industrial Products Co., 500 South Main Street, Akron 18, Ohio
**PEERLESS**—Magic Chemical Company, 121 Crescent Street, Brockton 2, Mass.
**PELLON** — Lynn Innersole Co., 125 Braintree Street, Allton, Mass.
**PELLON**—non woven inner fabrics—Pellon Corp., 350 Fifth Avenue, New York 1, N. Y.
**PEN-MAR** — Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
**PENOLITE** — Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
**PEPPRON** — Pepperell Mfg. Co., 160 State Street, Boston, Mass.
**PEPTIZAN**—tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
**PERFECT TIP**—Alox Mfg. Co., 6160 Maple Avenue, St. Louis, Mo.
**PERFECTION BRAND FELTS** — National Felt Co., 76 Summer Street, Boston 10, Mass.
**PERFECTION BRAND FELT AND FELT PRODUCTS** — Commonwealth Felt Co., 76 Summer Street, Boston 10, Mass.
**PERFO**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PERFO-TUFF** — perforated paper — Allied-City Wide, Inc., 135-43 W. 18th Street, New York 11, N. Y.
**PERMA**—counters—Brockton Cut Sole Corp., 53 Spark Street, Brockton, Mass.
**PERMA FLATS** — United Heel Corp., Foot of Crosby Street, Lowell, Mass.
**PERMA-GLOS**—vinyl straps—The Borden Chemical Co. (A Div. The Borden Co.), 350 Madison Avenue, New York 17, N. Y.
**PERMA-LINING** — Phillips - Premier Corp., 186 South Street, Boston 11, Mass.
**PERMA PONI**—Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**PERMA-SEAL**—vinyl welts—The Borden Chemical Co. (A Div. The Borden Co.), 350 Madison Avenue, New York 17, N. Y.
**PERMA-TOP**—Essex Products, Inc., 42 Duncan Street, Haverhill, Mass.
**PERMATOPS**—United Heel Corp., Foot of Crosby Street, Lowell, Mass.
**PERMAWELD**—adhesives — Polymer Chemical Co., 5920 Carthage Avenue, Cincinnati 12, Ohio
**PETITE**—buck brush — Cavalier Co., Key Highway & Jackson, Baltimore 30, Md.
**PETITE**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**PETIT-POINT**—Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**PETROWET** — E. I. du Pont de Nemours Co., Inc., Wilmington 98, Delaware
**PHILLIPS FOOTBALL CLEATS**—F. C. Phillips, Inc., 471 Washington, Stoughton, Mass.
**PHILLIPS GOLF SPIKES** — F. C. Phillips, Inc., 471 Washington, Stoughton, Mass.
**PHILLIPS LACROSSE CLEATS**—F. C. Phillips, Inc., 471 Washington, Stoughton, Mass.
**PHILLIPS SOCCER CLEATS** — F. C. Phillips, Inc., 471 Washington, Stoughton, Mass.
**PHILLIPS TRACK SPIKES** — F. C. Phillips, Inc., 471 Washington, Stoughton, Mass.
**PHILLIPS V HEEL PLATES** — F. C. Phillips, Inc., 471 Washington, Stoughton, Mass.
**PHOENIX CEMENT**—Irving L. Keith, Inc., 114 Hale Street, Haverhill, Mass.
**PLANET** — machinery — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**PLANTAR**—arch support—E-Z Walk Corp., 104 W. 17th Street, N. Y., N. Y.
**PLANTAR MASSAGE AND FOOT STRENGTHENER**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PLANTAR MET** — arch support — E-Z Walk Corp., 104 W. 17th Street, N. Y., N. Y.
**PLASTAPED**—Chiropody Supply Headquarters, Inc., Chicago, Ill.
**PLASTICON**—lining—Lushan Co., 144 Moody Street, Waltham, 54, Mass.
**PLASTIK**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.

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**PLASTIKAF**—lining—Stedfast Rubber Co., Inc., 34 Topalian Street, Boston 26, Mass.
**PLASTILITE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PLASTI-PEDIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PLASTO**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PLAST-O-COMFORT**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PLASTOFLEX**—Chicago Plastic Products Co., Inc., Chicago, Ill.
**PLASTOFLEX**—Chiropody Supply Headquarters, Inc., Chicago, Ill.
**PLAYSHOE**—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**PLA-ZURE TRED**—Ratcliff Products & Sales Co., 849 E. Cherry Street, Columbus 5, Ohio
**PLIRIB**—B. B. Chemical Co., 784 Memorial Drive, Cambridge, Mass.
**PLIRIB**—insole material—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**PLUMA**—machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**PLUMP-STA**—I. Brockman & Co., Inc., 207 Essex Street, Boston 11, Mass.
**PLYLAM**—Plymouth Rubber Co., Revere Street, Canton, Mass.
**PLY-MOC**—Plymouth Rubber Co., Revere Street, Canton, Mass.
**PLYOPLAST**—Chiropody Supply Headquarters, Inc., Chicago, Ill.
**PLYTEX**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**PLYVIE**—Plymouth Rubber Co., Revere Street, Canton, Mass.
**POLAR PILE**—Baxter, Kelly & Faust, Inc., 235 Fourth Avenue, New York 3, N. Y.
**PONSOL**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**PONTACHROME**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**PONTACYL**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**PONTAMINE**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**POPLIN PLUS**—Wellington Sears Co., 65 Worth Street, New York, N. Y.
**PORON**—Rogers Corp., Mill Street, Rogers, Conn.
**POROPLAST**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**POSTURE AID**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PRACTIPEDIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PRACTIPLASTIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PREMIER**—pricking machine—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**PREMIER GOLD** — Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**PREMIER SILVER**—Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**PREMIER SUEDE** — Phillips-Premier Corp., 186 South Street, Boston 11, Mass.
**PREMIUM** — shoe laces — St. Louis Braid Co., 2035 Lucas Avenue, St. Louis 3, Mo.
**PRESTO**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PRIME**—Prime Mfg. Co., 545 Washington Street, Lynn, Mass.
**PRIMEASOL**—Prime Leather Finishes Co., 188 South 2nd Street, Milwaukee 4, Wis.
**PRIMEOL**—Prime Leather Finishes Co., 188 South 2nd Street, Milwaukee 4, Wis.
**PRIMRESIN**—Prime Leather Finishes Co., 188 South 2nd Street, Milwaukee 4, Wis.
**PRINCESS** — cement — Texon, Inc., Canal Street, So. Hadley Falls, Mass.
**PRINCESS SATIN**—Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**PROCTOR**—Proctor Counter Co., 2121 Hanley Industrial Court, Brentwood 17, Mo.
**PRON-A-METER**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**PRON-A-PADS**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**PROPERT'S LEATHER & SADDLE SOAP**—Salomon & Phillips, 460 Fourth Avenue, New York 16, N. Y.
**PROPERT'S SHOE CREAM**—Salomon & Phillips, 460 Fourth Avenue, New York 16, N. Y.
**PROPODY**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PROTECTIZED**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**PROTON**—Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**PSUEDO**—Cooney-Weiss Fabric Corp., 115 Beach Street, Boston 11, Mass.
**PUREX**—Pilar River Plate Corp., 8-10 Lister Avenue, Newark 5, N. J.

## Q

**QUA-LITE**—Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**QUALITY 74**—Colonial Board Co., 615 Parker Street, Manchester, Conn.
**QUEEN B**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**QUEEN**—elastics—Pero & Daniels, Inc., 315 Centre Street, Boston, Mass.
**QUILLON**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**QUINTONE SHOE DRESSINGS**—K. J. Quinn & Co., Inc., 209 Canal Street, Malden 48, Mass.
**QUIX**—Quix Laboratories (Subsidiary of the Scholl Mfg. Co., Inc.), Chicago, Ill.
**QUIX PRODUCTS**—Quix Laboratories (Subsidiary of the Scholl Mfg. Co., Inc.), Chicago, Ill.

## R

**R. C. CHIP**—Salwen Paper Co., Inc., One Rewe Street, Brooklyn 11, N. Y.
**RAINBOW**—CO.—Savoy Buckle & Novelty Co., 168 Duane Street, New York 13, N. Y.
**RAJAFOME**—Alfred Hale Rubber Co., 26 Spruce Street, No. Quincy, Mass.
**RAJAH**—Alfred Hale Rubber Co., 26 Spruce Street, No. Quincy, Mass.
**RAJAH CREPE**—Alfred Hale Rubber Co., 26 Spruce Street, No. Quincy, Mass.
**RAJAH STRIPE SILK**—Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**RAMAPO**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**RAMONA**—dyes—Sunbeam Products, Inc., 138 Main Street, Toledo 5, Ohio
**RAMONA**—white shoe cleaner—Sunbeam Products, Inc., 138 Main Street, Toledo 5, Ohio
**RANGOON**—International Fabric Corp., 163 Lincoln Street, Boston, Mass.
**RAPID**—machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**RAPID STANDARD**—machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**RAPIDTAN**—Pilar River Plate Corp., 8-10 Lister Avenue, Newark 5, N. J.
**RAW-CORD**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**REALITE**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**REDDI-TACK**—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York 12, N. Y.
**REDI-CUT**—Chiropody Supply Headquarters, Inc., Chicago, Ill.
**REDI-CUT MOLESKIN**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**REDI-TOTE**—Diamond National Corp., Gardner Div., P. O. Box 158, Lockland, Ohio
**RED SEAL**—shoe laces—St. Louis Braid Co., 2035 Lucas Avenue, St. Louis 3, Mo.
**RED-SKIN**—Joyal & Van Dale Co., Inc., 29 River Street, Pawtucket, R. I.
**RED-STRIPE**—Clover Mfg. Co., 327 Main Street, Norwalk, Conn.
**RE-FORM**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**REFRESHED**—insoles—E-Z Walk Corp., 104 W. 17th Street, N. Y., N. Y.
**REGALITE**—Lushan Co., 144 Moody Street, Waltham 54, Mass.
**REGENT**—machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**REINFORCED-EDGE SHUGOR**—Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**RELAX-STEP**—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York 12, N. Y.
**RELIABLE**—burnishing ink—Fiebing Chemical Co., 516 S. 2nd Street, Milwaukee, Wis.
**RELIABLE**—Reliable Leather Pigment Finish Co., 142 Rome Street, Newark 5, N. J.
**RE-LIEV-O-PADS**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**REM**—shoe cushions—Remington Prods. Co., 1507 Copley Road, Akron 20, Ohio
**RESILITE**—Armour & Co., Coated Abrasives Div., Alliance, Ohio
**RESINALL**—Behr-Manning Co., 1660 Howe Street, Troy, N. Y.
**RESINCLAD**—buffing paper—Armour & Co., Coated Abrasives Div., Alliance, Ohio
**RESINIZED**—Behr-Manning Co., 1660 Howe Street, Troy, N. Y.
**RESISTO**—L. Farber Co., 160 Fremont Street, Worcester, Mass.
**RESKRAF RAYETTE**—Respro-Textileather and Textileather-Respro Div., General Tire & Rubber Co., 607 Madison St., Toledo 3, Ohio
**RESPROID**—Respro-Textileather and Textileather-Respro Div., General Tire & Rubber Co., 607 Madison St., Toledo 3, Ohio
**RES-SIZE**—Clover Mfg. Co., 327 Main Street, Norwalk, Conn.

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# ALLIED INDUSTRIES

**REVERSLACE**—Leather Fashioners & Craftsmen Co., 430 Main Street, Stoneham 80, Mass.
**REVERSLACE**—Manard H. Moore, Jr., Inc., 430 Main Street, Stoneham, Mass.
**REX**—shoe machines—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**REXITE**—Rex Chemical Co., Inc., 164 Broadway, Revere, Mass.
**RHINESTONE CREATIONS** — Rhinestone Distributors, Inc., 2830 W. Dauphin Street, Phila, Pa.
**RIBBED CREPE** — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**RIBBER**—Alfred Hale Rubber Co., 26 Spruce Street, N. Quincy, Mass.
**RIB CREPE** — Avon Sole Co., Avon, Mass.
**RIB CUSH-N CREPE**—Avon Sole Co., Avon, Mass.
**RIB-FLEX**—Cat's Paw Rubber Co., Inc., Warner & Ostend Streets, Baltimore 30, Md.
**RIBGUM**—Avon Sole Co., Avon, Mass.
**RIB HEELS**—Goodyear Tire & Rubber Co., Akron, Ohio
**RIB INLAY**—Avon Sole Co., Avon, Mass.
**RIBLAY**—Avon Sole Co., Avon, Mass.
**RIB TIDE** — Consolidated Rubber & Plastics—Shoe Prods. Div., Apex Tire & Rubber Co., 505 Central Avenue, Pawtucket, R. I.
**RIB-TRED**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**RIDLAY**—Avon Sole Co., Avon, Mass.
**RING GRIP** — Avon Sole Co., Avon, Mass.
**RIPPLE** — Ripple Sole Corp., 28 W. Adams Avenue, Detroit 26, Mich.
**RIPPLE HEEL**—Ripple Sole Corp., 28 W. Adams Avenue, Detroit 26, Mich.
**RIPPLE SOLE**—Ripple Sole Corp., 28 W. Adams Avenue, Detroit, 26, Mich.
**RIPPLE—THE SHOE THAT WALKS FOR YOU**—Ripple Sole Corp., 28 W. Adams Avenue, Detroit 26, Mich.
**RITE-POISE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ROCKET-12 MODEL**—Auto-Soler Company, 267 Marietta Street, N.W., Atlanta, Georgia
**ROFICO**—Rogers Fibre Co., Inc., Water Street, Kennebunk, Me.
**ROFLEX**—Rogers Fibre Co., Inc., Water Street, Kennebunk, Me.
**ROL-EZE**—Warnco, Box 1091, Spokane 10, Washington
**ROLLAWAY**—shine cloth — Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**ROLLETTE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ROMITO-DONNELLY**—furniture & fixtures—Romito-Donnelly Corp., Ravenna, Ohio
**RONCI**—buckles and ornaments — F. Ronci Co., Inc., 2 Atlantic Blvd., Centredale 11, R. I.
**ROPE-TEX**—Mitchellace, Inc., 8th & Adams Streets, Portsmouth, Ohio
**ROPEE**—Avon Sole Co., Avon, Mass.
**RORACYL**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**ROSEBUD SATIN** — Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**ROSE CUT SILK** — Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**ROTALIN**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware
**ROTOGRIP** — The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**ROUNDER**—Avon Sole Co., Avon, Mass.
**ROYAL**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**ROYAL**—machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**ROYAL**—Royal Metal Mfg. Co., 1 Park Avenue, N. Y., N. Y.
**ROYAL MOUNTO**—Salwen Paper Co., Inc., One Rewe Street, Brooklyn 11, N. Y.
**ROYAL RIGID**—Salwen Paper Co., Inc., One Rewe Street, Brooklyn 11, N. Y.
**ROZ-IN-IZE**—Roz-In-Ize Chemical Co., 93 Waban Hill Road, North Chestnut Hill, Mass.
**RUBBA**—adhesives—Rubba, Inc., 1015 E. 173rd Street, New York, N. Y.
**RUBBAGRIP** — Rubba, Inc., 1015 E. 173rd Street, New York, N. Y.
**RUBBA-PLASTIC**—box toes, cleaner & polish—Rubba, Inc., 1015 E. 173rd Street, New York, N. Y.
**RUBBAROLS** — Rubba, Inc., 1015 E. 173rd Street, New York, N. Y.
**RUBBATEX**—adhesives—Rubba, Inc., 1015 E. 173rd Street, New York, N. Y.
**RUBBER BATH SOX**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**RUBGUM**—Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**RUFF-NECK**—Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**RUFFWEAR**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**RUFGRIP**—Avon Sole Co., Avon, Mass.
**RUGGEDWEAR**—Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.

## S

**SAFE-T-LITE**—Goodyear Tire & Rubber Co., Akron, Ohio
**SAFETRED** — The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**SAF-T-CEL** — American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**SAF-TRAK** — Cat's Paw Rubber Co., Inc., Warner & Ostend Streets, Baltimore 30, Md.
**SAF-T-STEP**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**SAIL-HO SAILCLOTH** — Wellington Sears Co., 65 Worth Street, New York, N. Y.
**SALKOTE** — Salwen Paper Co., Inc., One Rewe Street, Brooklyn 11, N. Y.
**SALPACO**—Salwen Paper Co., Inc., One Rewe Street, Brooklyn 11, N. Y.
**SANDOW**—Columbia Cement Co., Inc., 150 Ingraham Street, Brooklyn 37, N. Y.
**SANI-SANDALS**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**SASCO**—Harold F. Swant Co., 591 Ashland Avenue, St. Paul, Minn.
**SAVE-A-COAT** — leather conditioner—Sunbeam Products, Inc., 138 Main Street, Toledo 5, Ohio
**SAVILLE ROW** — International Fabric Corp., 163 Lincoln Street, Boston, Mass.
**SAXON HI-STYLE** — insoles — Forest City Products, Inc., 722 Bolivar Road, Cleveland 15, Ohio
**SAXONIA**—Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**SAXONIA PRINTED**—Majestic Fabrics Corp., 112 Beach Street, Boston 11, Mass.
**SAXONY**—felt—Eastern Felt Co., 80 Canal Street, Winchester, Mass.
**SCHOEPFER EYES FOR BUNNY SLIPPERS**—Mr. G. Schoepfer, 100 W. 31st Street, New York 1, N. Y.
**SCHOPLASTIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**SCHULTZ** — shoe dressings — Schultz Co., 404 S. 4th Street, St. Louis 3, Mo.
**SCHULTZ-INSTANT** — dyes — Schultz Co., 404 S. 4th Street, St. Louis 3, Mo.
**SCIENTIFIC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**SCOTT FOOT APPLIANCES** — Scott Foot Appliance Co., 1701 Webster Street, Omaha 2, Neb.
**SCOTTIE** — Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**SCOTTIES**—fillers — Scott Foot Appliance Co., 1701 Webster Street, Omaha 2, Neb.
**SCOTT'S** — foot support materials — Scott Foot Appliance Co., 1701 Webster Street, Omaha 2, Neb.
**SCOURINE**—finish — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**SCUFF COVER** — Griffin Shoe Polish Div. of Boyle-Midway (Div. of American Home Products Corp.), 22 East 40th Street, New York 16, N. Y.
**SCUFF-KOTE** — Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**SEAL-TIP**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**SEALTITE** — gummed tape — Allied-City Wide, Inc., 135-43 W. 18th Street, New York 11, N. Y.
**SEAMPROOF** — satin — Cedar Cliff Silk Co., Inc., 230 5th Avenue, N. Y., N. Y.
**SEELYE** — L. F. Fales Machine Company, Walpole, Mass.
**SELF-SERV** — shoe displayers — Self Service Fixture Co., 2020 Farrington Street, Dallas 7, Texas
**SELF-VULC**—Magic Chemical Company, 121 Crescent Street, Brockton 2, Mass.

## ALLIED INDUSTRIES

**SEMCO**—shelving & displays—Semco Co., Inc., 9th & Jefferson, Hermann, Mo.
**SERVICE** — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
**SET BACK**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**#700 SUEDINE** — Clemtex Mfg. Co., Inc., 25 Apsley Street, Hudson, Mass.
**SEVRON**—E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.
**SHANKLOK** — heels — Fred W. Mears Heel Co., Inc., 2 S. Broadway, Lawrence, Mass.
**SHEEPTEX** — coated plastic — Asher & Boretz, Inc., 40 W. 25th Street, N. Y., N. Y.
**SHEV-FLEX** — Prosper Shevenell & Son, Inc., 40 Maple Street, Dover, N. H.
**SHIELDS**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**SHINE MAGIC**—Schultz Co., 404 S. 4th Street, St. Louis 3, Mo.
**SHINOLA** — polish — Best Foods, Div. Corn Products Co., Household Products Dept., 1 E. 43rd Street, N. Y., N. Y.
**SHINZ-ALL**—Mod. #400—shoe polishing holder—E. J. Ajax & Sons, Inc. 92 43rd Avenue N. E., Minneapolis Minn.
**SHOE CARE BAR**—Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**SHOE DEODORIZER**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**SHOE DYE**—Griffin Shoe Polish Div. of Boyle-Midway (Div. of American Home Products Corp.), 22 East 40th Street, New York 16, N. Y.
**SHOE KEEPERS** — Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester 9, N. Y.
**SHOE ROLL** — felt — Eastern Felt Co., 80 Canal Street, Winchester, Mass.
**SHOE SAVER**—silicone water repellent & leather preservative—Dow Corning Corp., Midland, Mich.
**SHOE VALET DELUXE** — Knomark Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
**SHOES YOU LOVE**—shoe box—Wohl Shoe Co., St. Louis, Mo.
**SHOO-DUSTA** — polish cloths — Meyer Label Co., Inc., 5 E. 16th Street, New York 3, N. Y.
**SHOOZ**—shoe dressings—Shooz Polish Mfg. Co., 1013 W. Oklahoma Avenue, Milwaukee 15, Wis.
**SHORTIE**—J. W. Landenberger & Co., Kensington Avenue and Castor Street, Phila., Pa.
**SHUGOR**—Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**SHU-LOK** — fasteners — Talon, Inc., Meadville, Pa.
**SHYC**—Prosper Shevenell & Son, Inc., 40 Maple Street, Dover, N. H.
**SIL-CARB**—Clover Mfg. Co., 327 Main Street, Norwalk, Conn.
**SILCONE SHOE SEAL**—Cavalier Co., Key Highway & Jackson, Baltimore 30, Md.
**SILENT STEP** — top lifts — Missouri Heel Co., 4067 Folsom Street, St. Louis, Mo.
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**SILVEROID**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**SIMANCO**—Singer Sewing Machine Co., 149 Broadway, N. Y., N. Y.
**SINGAPORE** — International Fabric Corp., 163 Lincoln Street, Boston, Mass.
**SINGER**—Singer Sewing Machine Co., 149 Broadway, N. Y., N. Y.
**SIROTTA'S**—cleaner & polish—Bernard Sirotta Co., 620 Smith Street, Brooklyn, N. Y.
**SKIN PATCH**—The Scholl Mfg. Co., Inc., Drawer 278, Cold Spring, N. Y.
**SKATE LACE**—Mitchellace, Inc., 8th & Adams Streets, Portsmouth, Ohio
**SKI** — Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**SKIMMER**—Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
**SKIN PATCH**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**SKINTAC**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**SKINTEX**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**SKIN-TITE**—A. Chatila & Co., 5719 18th Avenue, Brooklyn 4, N. Y.
**SKIP-FOAM**—Rubber Corp. of Penna., West Hazelton, Pa.
**SKYLARK**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**SKYWAY**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**SLIDE-EASE**—Clemtex Mfg. Co., Inc., 25 Apsley Street, Hudson, Mass.
**SLIDE-O-GLAZE** — United Last Company, 140 Federal Street, Boston 10, Mass.
**SLIDE-O-JACK** — United Last Company, 140 Federal Street, Boston 10, Mass.
**SLIDE-O-MATIC** — United Last Company, 140 Federal Street, Boston 10, Mass.
**SLIDE-O-MATIC**—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
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**SLIPKNOT** — Plymouth Rubber Co., Revere Street, Canton, Mass.
**SLIP NOTTS**—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York 12, N. Y.
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**SM**—Pilar River Plate Corp., 8-10 Lister Avenue, Newark 5, N. J.
**SMOOTHIE**—The Scholl Mfg., Co., Inc., Chicago 10, Ill.
**SMOOTH-RUN**—Clover Mfg. Co., 327 Main Street, Norwalk, Conn.
**SMS**—Pilar River Plate Corp., 8-10 Lister Avenue, Newark 5, N. J.
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**SNAP-TITE**—Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
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**SOLYDE** — Charles G. Keferstein, 400 Madison Avenue, New York, N. Y.
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**STAGE COACH**—Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
**STAMPRESS**—folding machines—Boston Machine Works Co., 7-17 Willow Street, Lynn, Mass.
**STANDARD WHITE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**STAR** — sole marker — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**STARLITE**—The Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
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**TRAV-LER**—shine kit—Knomark, Inc., 330 Wythe Avenue, Brooklyn 11, N. Y.
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**TREDAIR**—Cat's Paw Rubber Co., Inc., Warner & Ostend Streets, Baltimore 30, Md.
**TRED-FLEX**—Cat's Paw Rubber Co., Inc., Warner & Ostend Streets, Baltimore 30, Md.
**TREDS**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**TRENTONIAN**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**TRIANGLE** — The Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
**TRIDENT**—heel glue—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**TRI-FLEX**—Prime Mfg. Co., 545 Washington Street, Lynn, Mass.
**TRI-GRIP**—Avon Sole Co., Avon, Mass.
**TRIMFIT** — Trimfit Hosiery Mills, 350 Fifth Avenue, New York 1, N. Y.
**TRIMFOOT ORTHOPEDIC FOOT APPLIANCES**—Trimfoot Co., Appliance Prods. Div., Farmington, Mo.
**TRIO**—leather dressing—Trio Chemical Works, Inc., 341 Scholes Street, Brooklyn 6, N. Y.
**TRI-PLY**—The Kendall Co., Andrews-Alderfer Div., 1055 Home Avenue, Akron, Ohio
**TRIP-L-DUTI** — Plymouth Rubber Co., Revere Street, Canton, Mass.
**TRIPLEWEAR** — American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**TRI-SPRING**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**TRI-VAC**—Avon Sole Co., Avon, Mass.
**TRONS** — D & K Co., Inc., 438 West State Street, Ithaca, N. Y.
**TROPHY TREAD**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**TRU-GLIDE**—American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.

USMC

**BRANCH OFFICES (B) AND SUB-OFFICES (S)**

| | | |
|---|---|---|
| **CALIFORNIA** | | |
| LOS ANGELES (S) | 1826 So. Hope Street | Richmond 9-3231 |
| **ILLINOIS** | | |
| CHICAGO (S) | 600 W. Jackson Blvd. | Franklin 2-0970 |
| **MAINE** | | |
| AUBURN (B) | 38 Minot Avenue | Lewiston 4-7386 |
| **MASSACHUSETTS** | | |
| BROCKTON (B) | 47 Pleasant St. | Juniper 3-1035 |
| HAVERHILL (B) | 145 Essex St. | Drake 4-7411 |
| LYNN (B) | 139 Central Ave. | Lynn 2-1300 |
| WORCESTER (B) | 11 Quinsigamond Ave. | Pleasant 7-5636 |
| **MISSOURI** | | |
| ST. LOUIS (B) | 2200 Washington Ave. | Central 1-1340 |
| CAPE GIRARDEAU (S) | 223 Broadway | C. Girardeau 1614 |
| SEDALIA (S) | 118½ W. 3rd Street | Sedalia 209 |
| UNION (S) | 12 So. Church Street | Union 120 |
| HANNIBAL (S) | 521 Broadway | Hannibal 1460 |
| **NEW HAMPSHIRE** | | |
| MANCHESTER (S) | 290 Hall Street | National 5-8537 |
| **NEW YORK** | | |
| JOHNSON CITY (B) | 19 Jennison Ave. | Binghamton 9-1541 |
| NEW YORK (B) | 1 West 16th Street | Watkins 4-3800 |
| **OHIO** | | |
| CINCINNATI (B) | 407 Gilbert Avenue | Parkway 1-4622 |
| COLUMBUS (S) | 487 So. High Street | Capitol 1-4274 |
| **PENNSYLVANIA** | | |
| HARRISBURG (B) | 2515 Paxton St. | Cedar 4-7037 |
| PHILADELPHIA (S) | 2100 Arch Street | Locust 7-2676 |
| **TENNESSEE** | | |
| NASHVILLE (B) | 320 Main Street | Alpine 4-3376 |
| **WISCONSIN** | | |
| MILWAUKEE (B) | 2362 N. Stanley Place | Concord 4-3510 |

**UNITED SHOE MACHINERY CORPORATION**

**140 Federal Street, Boston 7, Mass.**

**TRU-LAST** — hosiery — J. W. Landenberger & Co., Kensington Avenue & Castor Street, Phila., Pa.
**TRU-LINE** — B. B. Chemical Co., 784 Memorial Drive, Cambridge, Mass.
**TRUSHEEN** — Vulplex, Inc., Bates Street, N. Abington, Mass.
**TRU-SPAN**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**TRUSTANCE**—Avon Sole Co., Avon, Mass.
**TRU-TANS**—A J & J O Pilar, Inc., 145 Chapel Street, Newark, N. J.
**TRU-TEX** — Consolidated Rubber & Plastics — Shoe Prods. Div., Apex Tire & Rubber Co., 505 Central Avenue, Pawtucket, R. I.
**TRYME SHOE LACE**—Mitchellace, Inc., 8th & Adams Streets, Portsmouth, Ohio
**TUBEGAUZ**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**TUF-CELL**—Hadley Bros.-Uhl Co., 518 Calvary Avenue, St. Louis 5, Mo.
**TUF-CELL**—St. Louis Rubber Cement Co., Inc., 514 Calvary Street, St. Louis 15, Mo.
**TUFFCORD**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**TUFFITE** — B. F. Goodrich Industrial Products Co., 500 South Main Street, Akron 18, Ohio
**TUFFY** — B. F. Goodrich Industrial Products Co., 500 South Main Street, Akron 18, Ohio
**TUFSTA** — Respro-Textileather and Textileather - Respro Div., General Tire & Rubber Co., 607 Madison St., Toledo 3, Ohio
**TUFSTA DOUBLER** — Respro-Textileather and Textileather - Respro Div., General Tire & Rubber Co., 607 Madison St., Toledo 3, Ohio
**TUF-TEX** — Mitchellace, Inc., 8th & Adams Streets, Portsmouth, Ohio
**TURNER** — machinery — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**TURNPIKE**—Gro-Cord Rubber Co., 807 N. Jackson Street, Lima, Ohio
**#23 LACQUER SPRAY**—Loftus Mfg. & Supply Company, 3679 Laclede Avenue, St. Louis 8, Mo.
**#200 CLEANER**—Loftus Mfg. & Supply Company, 3679 Laclede Avenue, St. Louis 8, Mo.
**#2 LACQUER SPRAY**—Loftus Mfg. & Supply Company, 3679 Laclede Avenue, St. Louis 8, Mo.
**TUX**—O. A. Miller Co., 150 Main Street, Plymouth, N. H.
**TWO-WAY**—French binding machine—The O'Donnell Rubber Products Co., 2715 Colerain Avenue, Cincinnati 25, Ohio

## U

**U. S. M. CO.**—machines—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**UBAGRIP**—U B S Chemical Corp., 491 Main Street, Cambridge 42, Mass.
**ULTIMA**—cutter holders—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**ULTRAPRENE**—Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**UNI-LAC**—Kepec Chemical Corp., 1454 N. 4th Street, P. O. Box 782, Milwaukee 1, Wis.
**UNION**—buffing rolls—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**UNISHANK**—shanks—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**UNI-SOCK** — Uni-Mark, Inc., 169 "A" Street, Boston 10, Mass.
**UNI-SOCK V**—Uni-Mark, Inc., 169 "A" Street, Boston 10, Mass.
**UNI-SOCK #3**—Uni-Mark, Inc., 169 "A" Street, Boston 10, Mass.
**UNISORB** — cement — The Felters Co., 210 South Street, Boston, Mass.
**UNITED** — machinery & supplies — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**UNIVERSAL**—machinery—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**UPACO**—adhesives — Union Paste Co., 1605 Hyde Park Avenue, Hyde Park, Mass.
**UP-LIFT**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**UP-LIFT METATARSAL** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**U S A BRAND**—felt wheels—Eastern Felt Co., 80 Canal Street, Winchester, Mass.
**USMC**—machines, tools & findings—United Shoe Machine Corp., 140 Federal Street, Boston 7, Mass.
**US O CO**—United Shoe Ornament Co., 35 Tripoli Street, Cranston, R. I.
**UTILITY** — Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York 12, N. Y.

## V

**VAN DE'** — hosiery — Wohl Shoe Co., St. Louis, Mo.
**VANGARD BOOT POLISH** — Vangard Chemical Co., 2550 W. Sullivan Avenue, St. Louis, Mo.
**VAN GRIP ADHESIVES AND CHEMICALS** — Mid-West Shoe Supply Co., 1509 Sublette Avenue, St. Louis 10, Mo.
**VELCRO**—Gilbert Freeman Inc., 151 Lincoln Street, Boston 11, Mass.
**VELDORA CREPE**—Rosemont Industries, Inc., 10 W. 33rd Street, New York 1, N. Y.
**VELDORA LINEN** — Rosemont Industries, Inc., 10 W. 33rd Street, New York 1, N. Y.

VULCAN
Designers and Manufacturers
of
New • Remodeled
LASTS
Plain • Covered • Plastic
HEELS
VULCAN CORPORATION
CINCINNATI, O.
MLC

**VELDORA SATIN** — Rosemont Industries, Inc., 10 W. 33rd Street, New York 1, N. Y.
**VELON** — Gilbert Freeman Inc., 151 Lincoln Street, Boston 11, Mass.
**VELTUF** — lining — Stedfast Rubber Co., Inc., 34 Topalian Street, Boston 26, Mass.
**VELVA-FLEX** — American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**VELVA SNUG** — Ratcliff Products & Sales Co., 849 E. Cherry Street, Columbus 5, Ohio
**VELVET** — machine — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**VELVET-FLEX**—Merker Counter Co., Inc., 12 Duncan Street, Haverhill, Mass.
**VELVIN** — Respro-Textileather and Textileather - Respro Div., General Tire & Rubber Co., 607 Madison St., Toledo 3, Ohio
**VELVO**—Prime Mfg. Co., 545 Washington Street, Lynn, Mass.
**VENETIAN**—Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**VENETIAN**—C. A. Zoes Mfg. Co., Inc., 168 N. Sangamon Street, Chicago 7, Ill.
**VENTFOAM** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**VENTO**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**VENTO-PLAST**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**VENTPLAST** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**VIBRA-MOUNT** — felts — American Felt Co., Glenville Rd., Glenville, Conn.
**VICTOR** — burnishing ink — Fiebing Chemical Co., 516 S. 2nd Street, Milwaukee, Wis.
**VI-FOAM**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**VINAFOAM**—Lynn Innersole Co., 125 Braintree Street, Allton, Mass.
**VINLON**—Cooney-Weiss Fabric Corp., 115 Beach Street, Boston 11, Mass.
**VINSOCK** — Uni-Mark, Inc., 169 "A" Street, Boston 10, Mass.
**VINYL STASO**—Brookside Mfg., Inc., 65 Brookside Avenue, Boston 30, Mass.
**VISTEX** — reinforced rubber — American Felt Co., Glenville Rd., Glenville, Conn.
**VISUMETER** — foot measuring device —The Ludwig Co., 5845 Hamilton Avenue, Cincinnati, Ohio
**VITA-CREPE**—Cat's Paw Rubber Co., Inc., Warner & Ostend Sts., Baltimore 30, Md.
**VITALIFT** — heels — Fred W. Mears Heel Co., Inc., 2 S. Broadway, Lawrence, Mass.
**VITA-TEMPERED** — shanks — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**V L GUM**—Irving L. Keith, Inc., 114 Hale Street, Haverhill, Mass.
**VOGUE**—B. F. Goodrich Industrial Products Co., 500 South Main Street, Akron 18, Ohio
**VULCALAST FINISH** — Vulcan Corp., Sinton Mezzanine, Cincinnati 1, Ohio
**VULCASTAY**—Pepperell Mfg. Co., 160 State Street, Boston, Mass.
**VULCATEX**—Pepperell Mfg. Co., 160 State Street, Boston, Mass.
**VUL-CEL** — Cambridge Rubber Co., Vul-Cork Div., 748 Main Street, Cambridge 39, Mass.
**VULCO**—Vulplex Inc., Bates Street, N. Abington, Mass.
**VUL-CORK** — Cambridge Rubber Co., Vul-Cork Div., 748 Main St., Cambridge 39, Mass.
**VUL-CORK C57** — Cambridge Rubber Co., Vul-Cork Div., 748 Main Street, Cambridge 39, Mass.
**VULCOTAN** — Vulplex Inc., Bates Street, N. Abington, Mass.
**VULCREPE**—Cat's Paw Rubber Co., Inc., Warner & Ostend Streets, Baltimore 30, Md.
**VULSTAY**—Vulplex Inc., Bates Street, N. Abington, Mass.
**VULURE**—Vulplex Inc., Bates Street, N. Abington, Mass.

## W

**W. V. T.** — Colonial Board Co., 615 Parker Street, Manchester, Conn.
**WALKER**—dies—Advance Cutting Die Co., Inc., 4159 Warne Avenue, St. Louis, Mo.
**WALKER**—cutting dies—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**WALK-METER**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**WALK STRATE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**WALRUSHYDE** — Leather Fashioners & Craftsmen Co., 430 Main Street, Stoneham 80, Mass.
**WALRUSHYDE**—Manard H. Moore, Jr., Inc., 430 Main Street, Stoneham, Mass.
**WARNER IMPORTS** — imported shoe horns — Warner Imports, 4015 W. Magnolia Blvd., Burbank, Calif.
**WATEX**—Pilar River Plate Corp., 8-10 Lister Avenue, Newark 5, N. J.
**WATSON** — brushes — M. N. Watson Brush Mfg. Co., 51 Amory Street, Boston, Mass.
**WAX-TITE** — wax — United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**WEARFOOT**—The Bearfoot Sole Co., Inc., First & Water Streets, Wadsworth 3, Ohio
**WEARITE**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**WEAR MOR**—Hagerstown Rubber Co., City Park, Highland Way, Hagerstown, Md.
**WEARPLUS**—Essex Rubber Co., P. O. Box 28, Chelsea 50, Mass.
**WEARPROOF**—Pepperell Mfg. Co., 160 State Street, Boston, Mass.
**WEBLON**—Vulplex Inc., Bates Street, N. Abington, Mass.
**WEBSTER**—buffing rolls—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.

*Western Last Co.*

3506 SOUTH BROADWAY
SAINT LOUIS, MISSOURI

**WECO**—blades & tools—Henry Westpfal Co., Inc., 4 E. 32nd Street, New York 16, N. Y.
**WEDGIES**—wood heels—Wedgies, Inc., 49 Osgood Street, Methuen, Mass.
**WEIGHLIGHT**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**WELLARDINE TWILL** — Wellington Sears Co., 65 Worth Street, New York, N. Y.
**WENAL**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**WESBEAD** — welting — Western Leather Co., 904 E. Pearson Street, Milwaukee 2, Wis.
**WESTAN** — insoles — Western Leather Co., 904 E. Pearson Street, Milwaukee 2, Wis.
**WESTCO** — heels, counters — Western Leather Co., 904 E. Pearson Street, Milwaukee 2, Wis.
**WESTERN'S**—tracing inks—McKnight Chemical Co., Inc., 1234 Ferguson Avenue, St. Louis, Mo.
**WESTFLEX**—Western Leather Co., 904 E. Pearson Street, Milwaukee 2, Wis.
**WEYMOLITE**—Weymouth Art Leather Co., Inc., 180 Pearl Street, South Braintree 88, Mass.
**WHIRL-A-WEVE**—A. Chatila & Co., 5719 18th Avenue, Brooklyn 4, N. Y.
**WHISPERLITE** — American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**WHITE BIRCH**—International Fabric Corp., 163 Lincoln Street, Boston, Mass.
**WHITE BUCK SPLITS**—General Split Corp., 748 W. Virginia Street, Milwaukee, Wis.
**WHITE IVORY** — George O. Jenkins Co., 1045 Plymouth Street, Bridgewater, Mass.
**WIND-FLEX**—Wind Innersole & Counter Co., Inc., 15 Rutland Square, Brockton, Mass.
**WINDRAM BACKING CLOTH**—Windram Mfg. Co., 3 Dorchester Street, South Boston 27, Mass.
**WINDRAM COATING**—Windram Mfg. Co., 3 Dorchester Street, South Boston 27, Mass.
**WINDRAM COMBINING** — Windram Mfg. Co., 3 Dorchester Street, South Boston 27, Mass.
**WINDSOR** — non-woven materials — American Felt Co., Glenville Road, Glenville, Conn.
**WINDSOR** — Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
**WINNER** — Beebe Rubber Co., 20-22 Marshall Street, Nashua, N. H.
**WISHBONE**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**WONDERVEL**—boulevard nylon velvet —A. Wimpfheimer & Bros., Inc., 350 Fifth Avenue, New York, N. Y.
**WONDER WASH**—C. S. Pierce Co., 278 Montello Street, Brockton 62, Mass.
**WONDER WEDGE**—Russell Plastics, 60 Island Street, Lawrence, Mass.
**WORCESTER BRUSHES** — Mason Brush Works, 38 Austin Street, Worcester 2, Mass.
**WORK-SHI**—insoles—E-Z Walk Corp., 104 W. 17th Street, New York, N. Y.
**WORLD WIDE**—Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**WRIGHTRED** — Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.

## X

**XPEDITE**—finishing machine—United Shoe Machinery Corp., 140 Federal Street, Boston 7, Mass.
**XXX**—Prosper Shevenell & Son, Inc., 40 Maple Street, Dover, N. H.

## Y

**YELLOW-STRIPE** — Clover Mfg. Co., 327 Main Street, Norwalk, Conn.

## Z

**ZEBRA CORD-ON-END** — Quabaug Rubber Co., 17 School Street, North Brookfield, Mass.
**ZEBRAWELT** — Barbour Welting Co., 932 N. Montello Street, Brockton 68, Mass.
**ZEPHYRS** — American Biltrite Rubber Co., 22 Willow Street, Chelsea 50, Mass.
**ZINO**—The Scholl Mfg Co., Inc., Chicago 10, Ill.
**ZINO-PADS**—The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ZIN-OX** — The Scholl Mfg. Co., Inc., Chicago 10, Ill.
**ZIPPER**—polish kits—K. J. Quinn & Co., Inc., 209 Canal Street, Malden 48, Mass.
**ZOES**—shoe dressings—C. A. Zoes Mfg. Co., Inc., 168 N. Sangamon Street, Chicago 7, Ill.

# CANADIAN SHOE MANUFACTURERS

## A

**ACME**—Canada West Shoe Mfg. Co., 136 Market Avenue, Winnipeg, Manitoba, Canada—Manufacturer-Wholesaler
**ADJUS-ARCH**—Hartt Boot & Shoe Co., Ltd., York Street, Fredericton, New Brunswick, Canada
**ADRIAN ORIGINAL**—Best Ever Footwear Co., Ltd., 2155 St. Clement St., Montreal, Quebec, Canada
**AFTER SPORT**—Pantoufle Mauricienne Slippers Reg'd, St-Tite, Cty Lavio, Prov. Quebec, Canada
**AID-A-WALK-ER** — The Slater Shoe Co., 5805 De Normanville St., Montreal, Quebec, Canada
**AIRD-EASE**—Aird & Son Ltd., 916 Ontario Street, E., Montreal, Quebec, Canada
**AIR-FLEX WALKERS**—Fern Shoe Co., Penetang, Ontario, Canada
**AIRSTEP**—Scott Shoe Co., Ltd., Queen Street, East, Galt, Ontario, Canada
**AIR-WEIGHTS**—Bonnie Footwear Ltd., 149 Sterling Road, Toronto, Ontario, Canada
**ALASKAN**—Bastien Brothers, Village Huron, Quebec, Canada
**ALGONQUIN**—Fur & Leather Novelties Ltd., 570 King Street W., Toronto-Ontario, Canada
**AMERICAN GIRL SHOE, THE**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**AMERICAN WELT**—G. Chamberland, Inc., 288 St. Vallier Street E., Quebec City, Quebec, Canada
**AMIGOS**—The John Ritchie Co., Ltd., 260 St. Vallier Street E., Quebec City, Quebec, Canada
**AMORE**—Del Grande Shoe Co., Ltd., 7399 St. Lawrence Blvd., Montreal, Quebec, Canada
**APPIAN WAY** — George C. Williams, Ltd., 10 Queen Elizabeth Blvd., Toronto, Ontario, Canada
**ARCHCRAFT**—C. P. Ouimet Shoe Co. Ltd., 2251 Letourneux Avenue, Montreal, Quebec, Canada
**ARCH BRIDGE**—Narwil Shoe Co., Ltd., 2085 St. Timothee Street, Montreal, Quebec, Canada
**ARCHDIRECTOR** — The Medcalf Shoe Co., Ltd., Curtis & Mondamin Streets. St. Thomas, Ontario, Canada
**ARCH HELP**—C. P. Ouimet Shoe Co., Ltd., 2251 Letourneux Avenue, Montreal, Quebec, Canada
**ARCH PRESERVER** — Murray-Selby Shoes Ltd., Richmond Street, London, Ontario, Canada
**ARCH RELIEF**—Narwil Shoe Co., Ltd, 2085 St, Timothee Street, Montreal, Quebec, Canada
**ARCH RITE**—The W. E. Woelfle Shoe Co., Ltd., 127 Victoria Street S., Kitchener, Ontario, Canada
**ARISTOCRAT**—T. H. Lane Shoe Co., Ltd., 6201 Papineau Avenue, Montreal, Quebec, Canada
**ARISTOCRAT STYLED BY LANE**—T. H. Lane Shoe Co., Ltd., 6201 Papineau Avenue, Montreal, Quebec, Canada
**ARMORTOE** — Palmer-McLellan Shoe Co., Ltd., 368 York Street, Fredericton, New Brunswick, Canada
**ARROW AIR CONDITION**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**ARROW ARCH CORRECTOR**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**ARROW ARCH CURE** — Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**ARROW CUSTOM**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**ARROW FLEX**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**ARROW PILLOW STEP**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**ARROW SO-EASY**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**ARROW SOFTY** — Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**ARROW SPECIAL APPOINTMENT**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**ARROW THREE STARS**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**ASCOT**—Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler
**ASTRAL-ETTES** — C. P. Ouimet Shoe Co., Ltd., 2251 Letourneux Avenue, Montreal, Quebec, Canada
**ATHOL**—Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler
**ATOMIC**—Atomic Slipper Co., Ltd., 620 Ogilvy, Montreal, Quebec, Canada
**AUNT MARY**—The W. E. Woelfle Shoe Co., Ltd., 127 Victoria Street S. Kitchener, Ontario, Canada
**AVON, NEW YORK**—George C. Williams Ltd., 10 Queen Elizabeth Blvd., Toronto, Ontario, Canada
**AXE GUARD** — Palmer-McLellan Shoe Co., Ltd., 368 York Street, Fredericton, New Brunswick, Canada

## B

**BABY-BOO**—Lucien Bougie Inc., 2061 Aird Avenue, Montreal, Quebec, Canada
**BABY-ETTE**—Lucien Bougie Inc., 2061 Aird Avenue, Montreal, Quebec, Canada
**BARBARA LANE**—T. H. Lane Shoe Co., Ltd., 6201 Papineau Avenue, Montreal, Quebec, Canada—Wholesaler
**BARCLAY**—J. A. & M. Cote, Ltd., 130-132 St. Simon Street, St. Hyacinthe, Quebec, Canada
**BARTOLINI** — Grand Mere Shoe Co., Ltd., 780 10th Avenue, Grand Mere, Quebec, Canada
**BEAUTY LINE** — Frank Hatch Shoes Ltd., 174 Renaud Avenue, Quebec City, Quebec, Canada
**BEAUTY-ON-DUTY**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**BELLINI**—Bellini Shoe Co., 7215 Berri Street, Montreal, Quebec, Canada
**BELLINI** — Pedulla & Agostino Ltd., 7215 Berri Street, Montreal, Quebec, Canada
**BELMAR** — Best Ever Footwear Co., Ltd., 2155 St. Clement Street, Montreal, Quebec, Canada
**BIG BEAR**—Calumet Shoe Co., Ltd., 136 Market Avenue, Winnipeg, Manitoba, Canada
**BIG CHIEF**—Bastien Brothers, Village Huron, Quebec, Canada
**BILTRITE SKATES**—Athletic Shoe Co., 533 Ontario Street E., Montreal, Quebec, Canada
**BIMBA**—Donatelli Shoe Mfg. Co., 5579 Christophe Colomb Street, Montreal, Quebec, Canada
**BLUE CROSS**—C. P. Ouimet Shoe Co. Ltd., 2251 Letourneux Avenue, Montreal, Quebec, Canada
**BOND STREET**—Dack Corp. Ltd., 124 Adelaide Street, Toronto, Ontario, Canada
**BONNIE LASSIE** — Bonnie Footwear, Ltd., 149 Sterling Road, Toronto, Ontario, Canada
**BONNIE STUART**—Galt Shoe Mfg. Co., Ltd., 141 Whitney Place, Kitchener, Ontario, Canada

# CANADIAN SHOE MANUFACTURERS

**BONNIE STUART ORTHO-WELTS** — Galt Shoe Mfg. Co., Ltd., 141 Whitney Place, Kitchener, Ontario, Canada
**BONNIE STUART, TODDLERS** — Galt Shoe Mfg. Co., Ltd., 141 Whitney Place, Kitchener, Ontario, Canada
**BORSOLINO** — Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**BOSTON GIRL**—Savoy Shoe Co., Ltd., 2041 Pix Blvd., Montreal, Quebec, Canada
**BOULET ADD-HITE SHOE, THE**—G. A. Boulet Limitee, St-Tite, Champlain, Co., Quebec, Canada
**BOULET SHOE, THE** — G. A. Boulet Limitee, St-Tite, Champlain, Co., Quebec, Canada
**BOY-PROOF**—The Sunbeam Shoe Co., Ltd., Port Colborne, Ontario, Canada
**BUCKAROOS**—The Humberstone Shoe Co., Ltd., 750 Elm Street, Port Colborne, Ontario, Canada
**BUCKINGHAM** — Williams Shoe Limited, 53 Railroad Street, Brampton, Ontario, Canada
**BUSHMASTER**—The T. Sisman Shoe Co., Ltd., 111 Mosley Street, Aurora, Ontario, Canada

## C

**C.C.M.**—Canada Cycle and Motor Co. Ltd., Weston, Toronto 15, Ontario, Canada
**CALIFORNIAS**—Hewetson of Canada, 57 Mill Street N., Brampton, Ontario, Canada
**CAMBRIDGE**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**CAMELIA**—George G. Hodges, Ltd., 205 Vitre Street W., Montreal, Quebec, Canada
**CANADA RANCHER** — John Palmer Company, Ltd., Argyle Street, Fredericton, New Brunswick, Canada
**CANADAWEST** — Canada West Shoe Mfg. Co., 136 Market Avenue, Winnipeg, Manitoba, Canada — Manufacturer-Wholesaler
**CANADIAN BOY SHOE**—Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada — Manufacturer-Wholesaler
**CANADIAN GENTLEMAN**—Gale Shoes Ltd., 435 St. Anselme Street, Quebec, Canada
**CANADIAN GIRL SHOE, THE**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**CAN-CAN**—Fern Shoe Co., Penetang, Ontario, Canada
**CAN CANS**—Hewetson of Canada 57 Mill St. N., Brampton, Ontario, Canada
**CANDY KIDS**—Hewetson of Canada, 57 Mill Street, Brampton, Ontario, Canada
**CAPITOL BRAND**—Indian Slipper Mfg. Co., Ltd., 9 rue Morisette, Loretteville, Canada
**CAPPY CAT** — Capco Shoe Co., Ltd., 5429 Papineau Avenue, Montreal, Quebec, Canada
**CAREFREE CASUALS**—The Humberstone Shoe Co., Ltd., 750 Elm Street, Port Colborne, Ontario, Canada
**CARLTON**—G. A. Boulet Limitee, St-Tite, Champlain, Co., Quebec, Canada
**CARREER GIRL ARCH**—Frank Hatch Shoes Ltd., 174 Renaud Avenue, Quebec City, Quebec, Canada
**CARRIE ORIGINALS** — J. D. Carrier Shoe Co., Ltd., 90 Ontario St., Toronto, Ontario, Canada
**CASUAL COMFORT ARCH** — Frank Hatch Shoes Ltd., 174 Renaud Avenue, Quebec City, Quebec, Canada
**CAT-TREADS**—Greb Shoe Co., Ltd., 72 St. Leger Street, Kitchener, Ontario, Canada
**CAVENDISH**—The Stag Shoe Co., Ltd., 430 McGill Street, Montreal, Quebec, Canada
**CELTIC**—Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler
**CHALLENGER**—Blondeau's Shoe Mfg. Co., Ltd., 231 Christophe Colomb E. Quebec City, Quebec, Canada
**CHALLENGER** — Dufresne Industries, Ltd., St. Pie, de Bogat, P. Q., Canada
**CHARMETTES**—Faber Shoes, Inc., 1085 Lucien Borne Street, Quebec City, Quebec, Canada
**CHARMS**—Charm Shoes Inc., 367 St. Paul Street W., Montreal, Quebec, Canada
**CHAUSSURES DUFRESNE** — Dufresne Industries Ltd., Roy Avenue, St. Pie, Quebec, Canada
**CHAUSSURES FOURNIER SHOES**—R. Fournier & Fils Ltee, 1647 rue Savoie Street, Plessisville, P. Q., Canada
**CHERIE RENDEZ VOUS**—Narwil Shoe Co., Ltd., 2085 St. Timothee Street, Montreal, Quebec, Canada
**CHIPS**—Lucien Bougie Inc., 2061 Aird Avenue, Montreal, Quebec, Canada
**CLARENDON**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**CLARK DESERT CASUALS**—C. & J. Clark Canada Ltd., 3543 Danforth Avenue, Toronto, Ontario, Canada—M-W
**CLASSMATES** — Wragge Shoes Ltd. Montrose Street, Preston, Quebec, Canada
**CLINIC**—Scott Shoe Co., Ltd., Queen Street, East., Galt, Ontario, Canada
**CLIPPERS**—C. & J. Clark Canada Ltd., 3543 Danforth Avenue, Toronto, Ontario, Canada—M-W
**COCK O' THE NORTH**—The Tebbutt Shoe & Leather Co., Ltd., 869 Banoventure Street, Trois Rivieres, Quebec, Canada
**COMMONWEALTH, THE** — Commonwealth Shoe Co., Ltd., Ridgeway, Ontario, Canada
**CONDOR** — Dufresne Industries, Ltd., St. Pie, de Bogat, P. Q., Canada
**CONQUEROR** — Blondeau's Shoe Mfg. Co., Ltd., 231 Christophe Colomb E., Quebec City, Quebec, Canada
**CONQUEROR** — The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada
**CONTINENTAL WELTS** — The John Ritchie Co., Ltd., 260 St. Vallier Street E., Quebec City, Quebec, Canada
**CONTOUR**—Boucher-Lefaivre Ltd., 1740 Papineau Avenue, Montreal, Quebec, Canada
**COREY CASUALS** — Corey Shoe Co., Ltd., 2155 St. Clement St., Montreal, Quebec, Canada
**CORONA** — Corona Shoe Co., Ltd., Acton, Ontario, Canada
**COROWELT**—Corona Shoe Co., Ltd., Acton, Ontario, Canada
**COSMOPOLITANS**—C. P. Ouimet Shoe Co., Ltd., 2251 Letourneux Avenue, Montreal, Quebec, Canada
**COUNTRY CLUB**—J. A. & M. Cote, Ltd., 130-132 St. Simon Street, St. Hyacinthe, Quebec, Canada
**CRAFLEX**—Empress Shoe Co., Inc., 2025 Desjardins Street, Montreal, Quebec, Canada
**CRAFT**—Empress Shoe Co., Inc., 2025 Desjardins Street, Montreal, Quebec, Canada
**CRAIG**—Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler
**CRESTLINE**—J. Leckie Co., Ltd., 220 Cambie Street, Vancouver, B. C., Canada
**CUSHION-CASUALS**—British Footwear Ltd., 455 19th Avenue, Lachine, Quebec, Canada
**CUSHION CLOUD** — Vernercraft Co. 2309 Aird Avenue, Montreal, Quebec Canada
**CUSHION-EZE**—The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada
**CUSTOM BOOTMAKER**—G. A. Boulet Limitee, St-Tite, Champlain Co., Quebec, Canada
**CUSTOM MADE**—G. A. Boulet Limitee, St-Tite, Champlain Co., Quebec, Canada
**CUSTOM SHUCRAFT** — H. H. Brown Co., Ltd., P. O. Box 950, Richmond, Quebec, Canada

## D

**DACK CUSTOM**—Dack Corp., Ltd., 124 Adelaide St., W. Toronto, Ontario, Canada
**D'AGOSTINO** — Pedulla & Agostino Ltd., 7215 Berri Street, Montreal, Quebec, Canada
**DAINTY DEBS**—J. D. Carrier Shoe Co., Ltd., 90 Ontario Street, Toronto, Ontario, Canada
**D'AMICO**—Denny Stewart, Ltd., 7919 St. Lawrence Blvd., Montreal, Quebec, Canada
**D'AMOTIO** — Faber Shoes Inc., 1085 Lucien Borne Street, Quebec, Prov. Quebec, Canada
**D'ANGELINO** — Denny Stewart Ltd. 7919 St. Lawrence Blvd., Montreal, Quebec, Canada
**D'ANTONETTES** — Denny Stewart, Ltd., 7919 St. Lawrence Blvd., Montreal, Quebec, Canada
**D'ANTONIO** — Denny Stewart, Ltd. 7919 St. Lawrence Blvd., Montreal, Quebec, Canada
**DAOUST** — Daoust Lalonde Inc., 4343 Hochelaga Street, Montreal, Quebec, Canada
**DATERS**—Bonnie Footwear Ltd., 149 Sterling Road, Toronto, Ontario, Canada
**DA VINCI**—Tarsal Ease Shoe Co., Ltd. 305 Bellechasse Street, Montreal, Quebec, Canada
**DAYTON 64**—Dayton Shoe Mfg. Co. (B. C.), Ltd., 2250 E. Hastings Street, Vancouver, B. C., Canada
**DEB**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**DEB ORIGINALS** — Corey Shoe Co., Ltd., 2155 St. Clement Street, Montreal, Quebec, Canada
**DEBUTANTE** — Debutante Shoe Ltd. 30 Duncan Street, Toronto, Ontario, Canada
**DE FRANCESCA**—Empress Shoe Co. Inc., 2025 Desjardins Street, Montreal, Quebec, Canada
**DEL GRANDE**—Del Grande Shoe Co., Ltd., 7399 St. Lawrence Blvd., Montreal, Quebec, Canada
**DELLA MODA** — Alb Laliberte Ltd., 492 St. Leon Street, Quebec City Quebec, Canada
**DELMANETTES**—C. & J. Clark Canada Ltd., 3543 Danforth Avenue, Toronto, Ontario, Canada — Manufacturer-Wholesaler
**DEMOSETTE**—Corey Shoe Co., Ltd., 2155 St. Clement Street, Montreal, Quebec, Canada
**DI MARLO**—Empress Shoe Co., Inc., 2025 Desjardins Street, Montreal, Quebec, Canada
**DI MILANO**—Edna Shoe Mfg. Co., Ltd., 44 York Street, Toronto, Ontario, Canada
**DIORETTE** — Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**DIPLOMAT**—Daoust Lalonde Inc., 4343 Hochelaga Street, Montreal, Quebec, Canada
**DR. BROWN HEALTH SHOE**—G. A. Boulet Limitee, St-Tite, Champlain Co., Quebec, Canada
**DOCTOR KING**—G. A. Boulet Limitee, St-Tite, Champlain Co., Quebec, Canada
**DR. KINGSLEY**—Blondeau's Shoe Mfg. Co., Ltd., 231 Christophe Colomb E., Quebec City, Quebec, Canada
**DR. LEWIS** — The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada
**DOCTOR MOORE**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**DR. VERNER**—Daoust Lalonde Inc., 4343 Hochelaga Avenue, Montreal, Quebec, Canada
**DOCTOR'S ANTISEPTIC**—The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada
**DOVES**—Oxford Slipper Mfg. Co., Inc. 367 St. Paul Street, Montreal, Quebec, Canada
**DREAM STEPS**—Susan Shoe Ltd., 1 Clark Street, East Burlington, Ontario, Canada
**DRESS CASUALS**—Hewetson of Canada, 57 Mill Street, Brampton, Ontario, Canada
**DUCHAINE** — Ludger Duchaine, Inc. 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**DUDLEY** — Dufresne Industries, Ltd. St. Pie, de Bogat, P. Q., Canada
**DUFRESNE** — Dufresne Industries, Ltd., St. Pie, de Bogat, P. Q., Canada
**DURALITE**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**DU-SHARME**—Apex Shoe Co., Ltd., 333 St. Joseph Street, Marieville, Quebec, Canada
**DUTCH-EZE**—Lucien Bougie Inc., 2061 Aird Avenue, Montreal, Quebec, Canada
**DUTCHIES**—The W. E. Woelfle Shoe Co., Ltd., 127 Victoria Street S., Kitchener, Ontario, Canada

# CANADIAN SHOE MANUFACTURERS

## E

**EAGLE**—The Eagle Shoe Co., Ltd., 2083 Beaudry Street, Montreal, Quebec, Canada
**EASY GOERS** — Murray-Selby Shoes Ltd., Richmond Street, London, Ontario, Canada
**EASYTRED**—J. Leckie Co., Ltd., 220 Cambie Street, Vancouver, B. C., Canada
**ELIZABETH** — Maxine Footwear Co., Inc., 1372 St. Catherine Street W., Montreal, Quebec, Canada
**ELK**—Nap. Gignac Reg'd, 72 Martel Street, Loretteville, Quebec, Canada
**EMPIRE BRAND**—The John Ritchie Co., Ltd., 260 St. Vallier Street E., Quebec City, Quebec, Canada
**EMPRESS** — Empress Shoe Co., Inc., 2025 Desjardins Street, Montreal, Quebec, Canada
**EVENING STARS**—Frank Hatch Shoes Ltd., 174 Renaud Avenue, Quebec City, Quebec, Canada
**EVER-REST** — G. Chamberland, Inc., 288 St. Vallier Street E., Quebec City, Quebec, Canada
**EXCLUSIVELY OURS** — Grand Mere Shoe Co., Ltd., 780 10th Avenue, Grand Mere, Quebec, Canada
**EXPANSIONS** — Oxford Slipper Mfg. Co., Inc., 367 St. Paul Street, Montreal, Quebec, Canada

## F

**FASCINATING FOOTWEAR** — Grand Mere Shoe Co., Ltd., 780 10th Avenue, Grand Mere, Quebec, Canada
**FASHION EASE**—T. H. Lane Shoe Co., Ltd., 6201 Papineau Avenue, Montreal, Quebec, Canada—Wholesaler
**FASHIONETTE**—Debutante Shoe Ltd., 30 Duncan Street, Toronto, Ontario, Canada
**FEATURE**—Maxine Footwear Co., Inc., 1372 St. Catherine Street W., Montreal, Quebec, Canada
**FIANCEES**—MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Avenue, Montreal, Quebec, Canada
**FIFTH AVENUE**—Faber Shoes, Inc., 1085 Lucien Borne Street, Quebec City, Quebec, Canada
**FIRSTEPS**—Wragge Shoes Ltd., Montrose Street, Preston, Ontario, Canada
**FITZONE**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**FLAMBE**—Tepee Chief Reg'd, 27 Morissette Street, Loretteville, Quebec, Canada
**FLAMINGO**—Aird & Son Ltd., 916 Ontario Street, E., Montreal, Quebec, Canada
**FLAMINGO**—Wilmont Shoe Co., Ltd., 918 Ontario Street, Montreal, Quebec, Canada
**FLATS** — Maxine Footwear Co., Inc., 1372 St. Catherine St. W., Montreal, Quebec, Canada
**FLEX-FOOT** — The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada
**FLEXPACK** — L. H. Packard & Co., Ltd., 4320 Boyce Street, Montreal, Quebec, Canada
**FLYWEIGHT**—Wallace Footwear Ltd., 10225 St. Lawrence Blvd., Montreal, Quebec, Canada
**FOAM-FLEX** — Prospect Shoes Ltd. Oomphies of Canada Ltd., 245 Frontenac, P. O. Box 1208, Sherbrooke, Quebec, Canada
**FOAMTREAD**—Canada West Shoe Mfg. Co., 136 Market Avenue, Winnipeg, Manitoba, Canada — Manufacturer-Wholesaler
**FOAMTREAD**—Foam Tred Footwear, 136 Market Avenue, Winnipeg, Manitoba, Canada
**FOOT DELIGHT**—Apex Shoe Co., Ltd., 333 St. Joseph Street, Marieville, Quebec, Canada
**FOOT EDUCATOR** — Commonwealth Shoe Co., Ltd., Ridgeway, Ontario, Canada
**FOOT-EZE** — Central Slipper & Shoe Co., Ltd., 135 Liberty Street, Toronto, Ontario, Canada
**FOOTGLIDER**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**FOOTGLUV**—J. A. & M. Cote, Ltd., 130-132 St. Simon Street, St. Hyacinthe, Quebec, Canada
**FOOT-JOY**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**FOOTKNEAD SHOE** — G. A. Boulet Limitee, St-Tite, Champlain, Co., Quebec, Canada
**FOOT MAGIC** — MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Avenue, Montreal, Quebec, Canada
**FOOTMASTER** — The Sunbeam Shoe Co., Ltd., Port Colborne, Ontario, Canada
**FOOT-RITE**—The Slater Shoe Co., 5805 De Normanville Street, Montreal, Quebec, Canada
**FOOTSAVERS**—The Slater Shoe Co., 5805 De Normanville Street, Montreal, Quebec, Canada
**FORD**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**FOREST PARK CASUALS** — Frank Hatch Shoes Ltd., 174 Renaud Avenue, Quebec City, Quebec, Canada
**FRANK HATCH ORIGINALS** — Frank Hatch Shoes Ltd., 174 Renaud Avenue, Quebec City, Quebec, Canada
**FREEFOOT** — Bastien Bros., Village Huron, Quebec, Canada

## G

**G & B**—Girard Shoe Ltd., St. Joseph de St. Hyacinthe, Quebec, Canada
**GALE**—Gale Shoes Ltd., 435 St. Anselme Street, Quebec, Canada
**GARDNER** — Gardner Shoe Mfg. Co., Ltd., 2050-2052 Dufferin Street, Toronto, Ontario, Canada
**GARRISON**—Gale Shoes Ltd., 435 St Anselme Street, Quebec, Canada
**GAR-WELT**—Gardner Shoe Mfg. Co., Ltd., 2050-2052 Dufferin Street, Toronto, Ontario, Canada
**GAY FEET**—Alb Laliberte Ltd., 492 St. Leon Street, Quebec City, Quebec
**GAY-TOTS**—Lucien Bougie Inc., 2061 Aird Avenue, Montreal, Quebec, Canada
**GAZELLE**—Narwil Shoe Co., Ltd., 2085 St. Timothee Street, Montreal, Quebec, Canada
**G. CHAMBERLAND, INC.**—G. Chamberland, Inc., 288 St. Vallier Street E., Quebec City, Quebec, Canada
**GEE BOY** — Girard Shoe Ltd., St. Joseph de St. Hyacinthe, Quebec, Canada
**GEORGE C. WILLIAMS** — George C. Williams Ltd., 10 Queen Elizabeth Blvd., Toronto, Ontario, Canada
**GIBSON FATHER & SON**—Tillsonburg Shoe Co., Ltd., 226 Broadway Street Tillsonburg, Ontario, Canada
**GLENDALE**—Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler
**GLENLEA**—Corona Shoe Co., Ltd., Acton, Ontario, Canada
**GLOBETROTTERS** — Corona Shoe Co., Ltd., Acton, Ontario, Canada
**GLORIA**—The W. E. Woelfle Shoe Co., Ltd., 127 Victoria Street S., Kitchener, Ontario, Canada
**GOLD BOND**—Hartt Boot & Shoe Co., Ltd., York Street, Fredericton, New Brunswick, Canada
**GOLD CROSS** — The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada
**GOLD CROSS SHOES** — Boucher-Lefaivre Ltd., 1740 Papineau Avenue, Montreal, Quebec, Canada
**GOLDEN ARROW**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**GOLDEN BAR**—Girard Shoe Ltd., St. Joseph de St. Hyacinthe, Quebec, Canada
**GOLDEN PHEASANT** — George G. Hodges, Ltd., 205 Vitre St., W. Montreal, Quebec, Canada
**GOLD MEDAL**—Hartt Boot & Shoe Co., Ltd., York Street, Fredericton New Brunswick, Canada
**GORILLA**—H. H. Brown Co., Ltd., P. O. Box 950. Richmond, Quebec, Canada
**GRACELINE** — Graceline Footwear Ltd., 2451 Demontigny, E. Montreal, Quebec, Canada
**GRACIA**—The W. E. Woelfle Shoe Co., Ltd., 127 Victoria Street S., Kitchener, Ontario, Canada
**GRADS** — Daoust Lalonde Inc., 4343 Hochelaga Street, Montreal, Quebec, Canada
**GRAND MERE**—Grand Mere Shoe Co., Ltd., 780 10th Avenue, Grand Mere, Quebec, Canada
**GRIPTRED**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**GUARDIAN**—Gale Shoes Ltd., 435 St. Anselme Street, Quebec, Canada

## H

**HABITANT**—Habitant Slipper Ltd., St. Tite, Quebec, Canada
**HAMBURG**—Hamburg Felt Boot Co., Ltd., P. O. Box 189, New Hamburg, Ontario, Canada
**HANAH**—Arrow Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**HANDCRAFT**—The John Ritchie Co., Ltd., 260 St. Vallier Street, E., Quebec City, Quebec, Canada
**HARDWEAR**—Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler
**HARGRACE**—Koch Shoes Ltd., Water Street, Harbour Grace, Newfoundland, Canada
**HARTT SHOE, THE**—Hartt Boot & Shoe Co., Ltd., York Street, Fredericton, New Brunswick, Canada
**HARVARD**—Gale Shoes Ltd., 435 St. Anselme Street, Quebec, Canada
**HEALTH**—Wragge Shoes Ltd., Montrose Street, Preston, Ontario, Canada
**HEALTH SPOT** — Murray-Selby Shoes Ltd., Richmond Street, London, Ontario, Canada
**HEATHER**—The Stag Shoe Co., Ltd., 430 McGill Street, Montreal, Quebec, Canada
**HEEL HUGGER**—Murray-Selby Shoes Ltd., Richmond Street, London, Ontario, Canada
**HIAWATHA** — Bastien Brothers, Village Huron, Quebec, Canada
**HIKERS**—The T. Sisman Shoe Co., Ltd., 111 Mosley Street, Aurora, Ontario, Canada
**HIGHLANDERS**—Seaforth Shoes Ltd., Main Street, Seaforth, Ontario, Canada
**HI-YS**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**HOLIDAY CASUALS** — Hewetson of Canada, 57 Mill Street, Brampton, Ontario, Canada
**HURONEZE** — Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**HUSSY**—The Medcalf Shoe Co., Ltd., Curtis & Mondamin Streets, St. Thomas, Ontario, Canada
**HYDE PARK**—The John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Quebec, Canada
**HYDRO ARCH-REST SHOE** — Hydro City Shoe Mfgr., Ltd., 117 Weber Street, W., Kitchener, Ontario, Canada
**HYDRO PARATROOPER BOOT**—Hydro City Shoe Mfgr., Ltd., 117 Weber Street, W., Kitchener, Ontario, Canada
**HYDRO POLICE BOOT**—Hydro City Shoe Mfgr., Ltd., 117 Weber Street, W., Kitchener, Ontario, Canada
**HYDRO SHOE, THE**—Hydro City Shoe Mfgr., Ltd., 117 Weber Street, W., Kitchener, Ontario, Canada
**HYDRO WINDGUARD STEEL TOE**—Hydro City Shoe Mfgr., Ltd., 117 Weber Street, W., Kitchener, Ontario, Canada

## I

**IDLE-IZERS**—Bonnie Footwear, Ltd., 149 Sterling Road, Toronto, Ontario, Canada
**IMPERIAL**—Dufresne Industries Ltd., St. Pie, de Bogat, P. Q., Canada
**INTRIGUE** — Faber Shoes, Inc., 1085 Lucien Borne Street, Quebec City, Quebec, Canada
**INVICTUS**—The Eagle Shoe Co., Ltd., 2083 Beaudry Street, Montreal, Quebec, Canada
**IROQUOIS**—Knoll Shoes Ltd., 6 George Street, Port Colborne, Ontario, Canada

## J

**J. D. MARCOTTE**—J. D. Marcotte, 860 Notre Dame, West Montreal, Quebec, Canada
**JEEPERS**—L. H. Packard & Co., Ltd., 4320 Boyce Street, Montreal, Quebec, Canada
**JESTER**—Bonnie Footwear, Ltd., 149 Sterling Road, Toronto, Ontario, Canada
**JIL-JAX**—Oxford Slipper Mfg. Co., Inc., 367 St. Paul Street, Montreal, Quebec, Canada
**JIMINY CRICKET**—Calumet Shoe Co., Ltd., 136 Market Avenue, Winnipeg, Manitoba, Canada
**JOB-RATED**—Greb Shoe Co., Ltd., 72 St. Leger Street, Kitchener, Ontario, Canada

# CANADIAN SHOE MANUFACTURERS

**JOHN RITCHIE** — The John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Quebec, Canada
**JOLENE**—Wilmont Shoe Co., Ltd., 918 Ontario Street, Montreal, Quebec, Canada
**JOYETTE**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**JOY-EDS**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**JOY FASHIONS** — Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**JOYLENE**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**JOYLINGS**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**JOY-O-DEB**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**JOY PED**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**JOYSTERS**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**JOY TEENS**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**JOY-UMS**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada

## K

**KAROL ORIGINALS** — Sherbrooke Footwear Co., Ltd., 1180 King E., Sherbrooke, Quebec, Canada
**KENSINGTON**—The John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Quebec, Canada
**KEN WATSON CURLING BOOTS**—The Medcalf Shoe Co., Ltd., Curtis & Mondamin Streets, St. Thomas, Ontario, Canada
**KID'S PAL** — Girard Shoe Ltd., St. Joseph de St. Hyacinthe, Quebec, Canada
**KILTIE**—Bonnie Footwear, Ltd., 149 Sterling Road, Toronto, Ontario, Canada
**KING KASUAL BY MANDEL**—Central Slipper & Shoe Co., Ltd., 135 Liberty Street, Toronto, Ontario, Canada
**KING KONG**—H. H. Brown Co., Ltd., P. O. Box 950, Richmond, Quebec, Canada
**KINGWOOD**—The Eagle Shoe Co., Ltd., 2083 Beaudry Street, Montreal, Quebec, Canada
**KOCH SHOES**—Koch Shoes Ltd., Water Street, Harbour Grace, Newfoundland, Canada
**KODIAK**—Greb Shoes Ltd., 72 St. Leger Street, Kitchener, Ontario, Canada
**KORKER** — Bastien Brothers, Village Huron, Quebec, Canada
**KRISTA** — Tyrol Shoe Co., Ltd., 34 Notre Dame St., W. Montreal, Quebec, Canada

## L

**LA BELLE**—MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Avenue, Montreal, Quebec, Canada
**LADY EDNA**—Edna Shoe Mfg. Co., Ltd., 44 York Street, Toronto, Ontario, Canada
**LADY HEWETSON**—Hewetson of Canada, 57 Mill St. N., Brampton, Ontario, Canada
**LA GIOCONDA**—Tarsal Ease Shoe Co., Ltd., 305 Bellechasse Street, Montreal, Quebec, Canada
**LA LIBERTE**—Alb Laliberte Ltd., 492 St. Leon Street, Quebec City, Quebec, Canada
**LA MARCHESA** — Empress Shoe Co., Inc., 2025 Desjardins Street, Montreal, Quebec, Canada
**LAMBIKINS**—A. W. Hoffer & Son, 36 Arthur Street, Elmira, Ontario, Canada
**LA PARISETTE**—Lucien Bougie, 2061 Arid Avenue, Montreal, Quebec, Canada
**LA PORTI**—Debutante Shoe Ltd., 30 Duncan Street, Toronto, Ontario, Canada
**LAVAL CROSS**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**LEISURE**—Leisure Footwear Reg'd, 70 Martel Street, Loretteville, Quebec, Canada
**LEISURES**—British Footwear Ltd., 455 19th Avenue, Lachine, Quebec, Canada
**LEISURE TREADS** — British Footwear Ltd., 455 19th Avenue, Lachine, Quebec, Canada
**LIMBER JACKS**—Fern Shoe Co., Penetang, Ontario, Canada
**LITTLE BEAR**—Calumet Shoe Co., Ltd., 136 Market Avenue, Winnipeg, Manitoba, Canada
**LITTLE JEWEL**—St. George Shoe Co., Ltd., 2nd Avenue, St. George Beauce, Quebec, Canada
**LITTLE MISS FASHION** — Alb Laliberte Ltd., 492 St. Leon Street, Quebec City, Quebec, Canada
**LOBEL CUSTOM SHOE**—Lobel Custom Shoes, 778 Columbia Street, New Westminister, B. C., Canada
**LONGWEAR**—G. A. Boulet Limitee St-Tite, Champlain, Co., Quebec, Canada
**LOU LOUS**—Donatelli Shoe Mfg. Co., 5579 Christophe Colomb St., Montreal, Quebec, Canada
**L & T**—LaChance & Tanguay Reg'd, 95 Bigaouette Avenue, Quebec City, Quebec, Canada
**L.S.M.**—Ladies Shoe Mfg. Co., 14 Millstone Lane, Toronto, Ontario
**LUXOR**—Dufresne Industries, Ltd., St. Pie, de Bogat, P. Q., Canada

## M

**MAC-MOC**—H. N. Groman Co., Ltd., P. O. Box 196, Sta. "D," Ottawa, Ontario, Canada
**MAGIC CARPET**—Tetrault Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**MARITIME** — Palmer-McLellan Shoe Co., Ltd., 368 York Street, Fredericton, New Brunswick, Canada
**MASTERBUILT**—The John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Quebec, Canada
**MARIE FRANCE**—T. H. Lane Shoe Co., Ltd., 6201 Papineau Avenue, Montreal, Quebec, Canada—Wholesaler
**MARLBOROUGH** — The John Ritchie Co., Ltd., 260 St. Vallier Street E., Quebec City, Quebec, Canada
**MAURICIENNE** — Pantoufle Mauricienne Slippers Reg'd, St-Tite, City Lavio, Prov. Quebec, Canada
**MAXIES**—Vernoraft Co., 2309 Aird Avenue, Montreal, Quebec, Canada
**MAXINE**—Maxine Footwear Co., Inc., 1372 St. Catherine St. W., Montreal, Quebec, Canada
**MAXTAN**—Vernoraft Co., 2309 Aird Avenue, Montreal, Quebec, Canada
**MIDLAND STARS**—Midland Footwear, Div. Shoe Corp. of Canada Ltd., Midland, Ontario, Canada
**MISS CHIC**—St. George Shoe Co., Ltd., 2nd Avenue, St. George Beauce, Quebec, Canada
**MISS SEVENTEEN** — Galt Shoe Mfg. Co., Ltd., 141 Whitney Place, Kitchener, Ontario, Canada
**MISTER CHIC**—G. A. Boulet Limitee, St-Tite, Champlain, Co., Quebec, Canada
**MOPPETS**—L. H. Packard & Co., Ltd., 4320 Boyce Street, Montreal, Quebec, Canada
**MOOSEHEAD**—John Palmer Co., Ltd., Argyle Street, Fredericton, New Brunswick, Canada
**MOVIE STAR**—Grand Mere Shoe Co., Ltd., 780 10th Avenue, Grand Mere, Quebec, Canada
**MY FAIR LADY**—L. H. Packard & Co., Ltd., 4320 Boyce Street, Montreal, Quebec, Canada

## N

**NAPALI**—St. George Shoe Co., Ltd., 2nd Avenue, St. George, Beauce, Quebec, Canada
**NEO-CAMPERS BY GARDNER**—Gardner Shoe Mfg Co., Ltd., 2050-2052 Dufferin Street, Toronto, Ontario, Canada
**NEW YORKER**—Maxine Footwear Co., Inc., 1372 St. Catherine St., W. Montreal, Quebec, Canada
**NICHOLAS** — Grand Mere Shoe Co., Ltd., 780 10th Avenue, Grand Mere, Quebec, Canada
**NIGHTINGALE** — Champlain Slippers, Inc., 515 Mgr. Gauvreau, Quebec City, Quebec, Canada
**NORTHAMPTONIAN** — The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada
**NORTHERN PATROL**—The Stag Shoe Co., Ltd., 430 McGill Street, Montreal, Quebec, Canada
**NORTH STAR**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**NUNN-BUSH**—The Stag Shoe Co., Ltd., 430 McGill Street, Montreal, Quebec, Canada

## O

**OAKWOOD**—The Stag Shoe Co., Ltd., 430 McGill Street, Montreal, Quebec, Canada
**OFFICIAL BOY SCOUT** — Tillsonburg Shoe Co., Ltd., 226 Broadway Street, Tillsonburg, Ontario, Canada
**OFFICIAL HAMILTON POLICE SHOE** —G. A. Boulet Limitee, St-Tite, Champlain Co., Quebec, Canada
**OFFICIAL JET BOOT BY BOULET**—G. A. Boulet Limitee, St-Tite, Champlain Co., Quebec, Canada
**OFFICIAL NAVAL WELLINGTON BOOT**—G. A. Boulet Limitee, St-Tite, Champlain Co., Quebec, Canada
**OLD MASTERS** — Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**OOMPHIES** — Prospect Shoes Ltd., Oomphies of Canada Ltd., 245 Frontenac, P. O. Box 1208, Sherbrooke, Quebec, Canada
**OXFORD'S FINEST QUALITY**—Oxford Slipper Mfg. Co., Inc., 367 St. Paul Street, Montreal, Quebec, Canada
**OXFORD SLIPPER** — Oxford Slipper Mfg. Co., Inc., 367 St. Paul Street, Montreal, Quebec, Canada
**ORIENT**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada

## P

**PALMER**—John Palmer Co., Ltd., Argyle Street, Fredericton, New Brunswick, Canada
**PALM-TREE BAND**—Palmer-McLellan Shoe Co., Ltd., 368 York Street, Frederickton, New Brunswick, Canada
**PARADERS**—Faber Shoes, Inc., 1085 Lucien Borne Street, Quebec City, Quebec, Canada
**PARIS JOY**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**PARTI-PET**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**PARTY PACK**—L. H. Packard & Co., Ltd., 4320 Boyce Street, Montreal, Quebec, Canada
**PASSPORT** — The Medcalf Shoe Co., Ltd., Curtis & Mondamin Streets, St. Thomas, Ontario, Canada
**PATHFINDER** — Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler
**PEAK SHOE** — Blondeau's Shoe Mfg. Co., Ltd., 231 Christophe Colomb E., Quebec City, Quebec, Canada
**PEDAGO** — Pedulla & Agostino Ltd., 7215 Berri Street, Montreal, Quebec, Canada
**PEDAGOS**—Bellini Shoe Co., 7215 Berri Street, Montreal, Quebec, Canada
**PED FLEX**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**PEDULLA & AGOSTINO LTD.** — Pedulla & Agostino Ltd., 7215 Berri Street, Montreal, Quebec, Canada
**PEE-CHOO**—Leisure Footwear Reg'd, 70 Martel Street, Loretteville, Quebec, Canada
**PENALJO**—Corey Shoe Co., Ltd., 2155 St. Clement Street, Montreal, Quebec, Canada
**PENNANT BRAND** — British Rubber Co., Ltd., 455 19th Avenue, Lachine, Montreal, Quebec, Canada
**PENTHOUSE CASUALS**—Frank Hatch Shoes Ltd., 174 Renaud Avenue, Quebec City, Quebec, Canada
**PEP-O-KID**—Savoy Shoe Co., Ltd., 2041 Pix Blvd., Montreal, Quebec, Canada
**PEP-STEPS** — Grand Mere Shoe Co., Ltd., 780 10th Avenue, Grand Mere, Quebec, Canada
**PERFECT POISE**—Grand Mere Shoe Co., Ltd., 780 10th Avenue, Grand Mere, Quebec, Canada
**PETITE MADAME** — Savoy Shoe Co., Ltd., 2041 Pix Blvd., Montreal, Quebec, Canada
**PETITE MARQUISE**—Savoy Shoe Co., Ltd., 2041 Pix Blvd., Montreal, Quebec, Canada

# CANADIAN SHOE MANUFACTURERS

**PHIL BROS.**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**PICADILLY** — The John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Quebec, Canada
**PIXIE** — Bonnie Footwear, Ltd., 149 Sterling Road, Toronto, Ontario, Canada
**PLAYBOY FLATS** — Debutante Shoe Ltd., 30 Duncan Street, Toronto, Ontario, Canada
**PLAYFLEX**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**PLAYMATE** — L. H. Packard & Co., Ltd., 4320 Boyce Street, Montreal, Quebec, Canada
**PLAY PACK**—L. H. Packard & Co., Ltd., 4320 Boyce Street, Montreal, Quebec, Canada
**PLAY PALS** — Seaforth Shoes Ltd., Main Street, Seaforth, Ontario, Canada
**POINTE TENDU**—Johnny Brown Theatrical Shoe Mfg. Co., Inc., Montreal, Quebec, Canada — Manufacturer-Wholesaler
**POLICE SPECIAL**—The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada
**POLLINI** — Wallace Footwear Ltd., 10225 St. Lawrence Blvd., Montreal, Quebec, Canada
**PORTRAITS BY BELLINI** — Bellini Shoe Co., 7215 Berri Street, Montreal, Quebec, Canada
**PRETTY DEBS**—J. D. Carrier Shoe Co., Ltd., 90 Ontario Street, Toronto, Ontario Canada
**PRINCESS PAT**—T. H. Lane Shoe Co., Ltd., 6201 Papineau Avenue, Montreal, Quebec, Canada—Wholesaler
**PROJECT STAR**—Johnny Brown Theatrical Shoe Mfg. Co. Inc., Montreal, Quebec, Canada — Manufacturer-Wholesaler
**PROLITE** — Canada Cycle and Motor Co. Ltd., Weston, Toronto 15, Ontario, Canada
**PROP-R-ARCH**—The John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Quebec, Canada
**PROTECTO**—J. Leckie Co., Ltd., 220 Cambie Street, Vancouver, B. C., Canada
**PUDDLERS**—British Rubber Co., Ltd., 455 19th Avenue, Lachine, Montreal, Quebec, Canada
**PUNCH & JUDY**—The Sunbeam Shoe Co., Ltd., Port Colborne, Ontario, Canada

## Q

**QUALITY**—British Rubber Co., Ltd., 455 19th Avenue, Lachine, Montreal, Quebec, Canada
**QUALITY SLIPPER & VEST**—Quality Slipper & Vest Mfg. Co., 317 Adelaide Street, Toronto, Ontario, Canada

## R

**RAIN-BEAUTY** — Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**RAMBLERS**—Greb Shoe Co., Ltd., 72 St. Leger Street, Kitchener, Ontario, Canada
**RASMO** — Ateliers Des Sourds-Muets Chaussures, 65 Ouest, De Castelnau, Montreal, Quebec, Canada
**RAVEN WING**—Henry Ross Ltd., 32 Racine Street, Loretteville, Quebec, Canada
**RAWLEIGH**—The Eagle Shoe Co., Ltd., 2083 Beaudry Street, Montreal, Quebec, Canada
**REDSTITCH**—J. Leckie Co., Ltd., 220 Cambie Street, Vancouver, B. C., Canada
**RELIABLE** — LaChance & Tanguay Reg'd, 95 Bigaouette Avenue, Quebec City, Quebec, Canada
**RESEARCH**—C. & J. Clark Canada Ltd., 3543 Danforth Avenue, Toronto, Ontario, Canada — Manufacturer-Wholesaler
**RIDEAU**—The Slater Shoe Co., 5805 De Normanville Street, Montreal, Quebec, Canada
**RITCHIE**—The John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Quebec, Canada
**RITCHIE FLEXIBLE** — The John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Quebec, Canada
**RITE FIT SHOE**—G. A. Boulet Limitee, St-Tite, Champlain Co., Quebec, Canada
**ROAD-RIDER BY BOULET** — G. A. Boulet Limitee, St-Tite, Champlain Co., Quebec, Canada
**ROCK 'N' ROLL** — Bonnie Footwear Ltd., 149 Sterling Road, Toronto, Ontario, Canada
**ROXY**—Dufresne Industries Ltd., Roy Avenue, St. Pie, Quebec, Canada
**ROYAL CROWN** — MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Avenue, Montreal, Quebec, Canada

## S

**S.G.'S**—Hewetson of Canada, 57 Mill St. N., Brampton, Ontario, Canada
**SABATINI**—Corona Shoe Co., Ltd., Acton, Ontario, Canada
**SAMSON**—J. E. Samson, Inc., 281 St. Vallier Street E., Quebec City, Quebec, Canada
**SANFORD**—The Eagle Shoe Co., Ltd., 2083 Beaudry Street, Montreal, Quebec, Canada
**SAVOY**—Savoy Shoe Co., Ltd., 2041 Pix Blvd., Montreal, Quebec, Canada
**SCAMPER**—The T. Sisman Shoe Co., Ltd., 111 Mosley Street, Aurora, Ontario, Canada
**SCOTTIE STUART** — Galt Shoe Mfg. Co., Ltd., 141 Whitney Place, Kitchener, Ontario, Canada
**S. E. DACK**—Dack Corp., Ltd., 124 Adelaide Street, Toronto, Ontario, Canada
**SEAL-SHU**—The T. Sisman Shoe Co., Ltd., 111 Mosley Street, Aurora, Ontario, Canada
**SECURITRED**—Aird & Son Ltd., 916 Ontario Street, E., Montreal, Quebec, Canada
**SERVICE SENIORS** — Murray-Selby Shoes Ltd., Richmond Street, London, Ontario, Canada
**SEVENTEEN**—Faber Shoes, Inc., 1085 Lucien Borne Street, Quebec City, Quebec, Canada
**SHALIMAR**—Aird & Son Ltd., 916 Ontario Street, E., Montreal, Quebec, Canada
**SHOES OF DISTINCTION**—Savoy Shoe Co., Ltd., 2041 Pix Blvd., Montreal, Quebec, Canada
**SHOGOMOC** — Palmer-McLellan Shoe Co., Ltd., 368 York Street, Fredericton, New Brunswick, Canada
**SHO-OFF FASHIONS**—Johnny Brown Theatrical Shoe Mfg. Co., Inc., Montreal, Quebec, Canada — Manufacturer-Wholesaler
**SHOO-SHOOS**—Lucien Bougie Inc., 2061 Aird Avenue, Montreal, Quebec, Canada
**SHOW OFF'S**—J. D. Carrier Shoe Co., Ltd., 90 Ontario Street, Toronto, Ontario, Canada
**SHUMOCANS**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**SKIPALONGS** — Seaforth Shoe Ltd., Main Street, Seaforth, Ontario, Canada
**SKIPFOAM**—Skippy Footwear Ltd., 72 St. Leger Street, Kitchener, Ontario, Canada
**SKOOGOONS**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**SKOOKUM**—J. Leckie Co., Ltd., 220 Cambie Street, Vancouver, B. C., Canada
**SKOWHEGAN**—John Palmer Co. Ltd., Argyle Street, Fredericton, New Brunswick, Canada
**SKYLINE** — C. and J. Clark Canada Ltd., 3543 Danforth Avenue, Toronto, Ontario, Canada — Manufacturer-Wholesaler
**SLATER SHOE, THE**—The Slater Shoe Co., 5805 De Normanville Street, Montreal, Quebec, Canada
**SLO POKES**—Capco Shoe Co., Ltd., 5429 Papineau Avenue, Montreal, Quebec, Canada
**SMALL FRY**—Capco Shoe Co., Ltd., 5429 Papineau Avenue, Montreal, Quebec, Canada
**SMART SET**—Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler
**SNOW MAN**—Nap. Gignac Reg'd, 72 Martel Street, Loretteville, Quebec, Canada
**SNUGS**—Bastien Brothers, Village Huron, Quebec, Canada
**SOF'SHU**—Corona Shoe Co., Ltd., Acton, Ontario, Canada
**SOF"TREADS** — Frank Hatch Shoes Ltd., 174 Renaud Avenue, Quebec City, Quebec, Canada
**SOLE MATES**—Capco Shoe Co., Ltd., 5429 Papineau Avenue, Montreal, Quebec, Canada
**SOMERSET SHOES** — R. Fournier & Fils Ltee, 1647 rue Savole Street, Plessisville, P. Q., Canada
**SOPHISTICATES** — MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Avenue, Montreal, Quebec, Canada
**SOVEREIGN** — The John Ritchie Co., Ltd., 260 St. Vallier Street, E., Quebec City, Quebec, Canada
**SPORTEASE**—Tarsal Ease Shoe Co., Ltd., 305 Bellechasse Street, Montreal, Quebec, Canada
**SPORT JOY**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**SPORT KING**—Palmer-McLellan Shoe Co., Ltd., 368 York Street, Fredericton, New Brunswick, Canada
**SPORTSMAN**—Ludger Duchaine, Inc., 77 E. St. Vallier Street, Quebec City, Quebec, Canada
**STAMPEDE** — The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada
**STARFLEX** — Star Slipper Co., Ltd., 2382 Dundas Street, West, Toronto, Ontario, Canada
**STEERHIDERS** — Champlain Slippers, Inc., 515 Mgr. Gauvreau, Quebec City, Quebec, Canada
**STEP-FAST** — The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada
**STITCHDOWN**—L'Assomption Shoe Co., Ltd., 213 St. Joseph Street, L'Assomption, Quebec, Canada
**STIT-WELT**—L'Assomption Shoe Co., Ltd., 213 St. Joseph Street, L'Assomption, Quebec, Canada
**STORK BRAND**—A. W. Hoffer & Son, 36 Arthur Street, Elmira, Ontario, Canada
**STRATFORD** — Dufresne Industries, Ltd., St. Pie, De Bogat, P. Q., Canada
**STRIDER**—The Eagle Shoe Co., Ltd., 2083 Beaudry Street, Montreal, Quebec, Canada
**STROLLER** — The Medcalf Shoe Co., Ltd., Curtis & Mondamin Streets, St. Thomas, Ontario, Canada
**STYL-EEZ**—Murray-Selby Shoes Ltd., Richmond Street, London, Ontario, Canada
**SUNNY DAYS**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**SUPERFLEX**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**SUPER-TEST**—Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler
**SUPERVISOR**—The Medcalf Shoe Co., Ltd., Curtis & Mondamin Streets, St. Thomas, Ontario, Canada
**SUPREME R** — Henry Ross Ltd., 32 Racine Street, Loretteville, Quebec, Canada
**SUSAN CASUALS**—Susan Shoes Ltd., 1 Clark Street, East, Burlington, Ontario, Canada
**SUSAN CREATIONS**—Susan Shoes Ltd., 1 Clark Street, East, Burlington, Ontario, Canada
**SWAN TOE**—Johnny Brown Theatrical Shoe Mfg. Co., Inc., Montreal, Quebec, Canada—Manufacturer-Wholesaler
**SWEATER SET** — The Medcalf Shoe Co., Ltd., Curtis & Mondamin Streets, St. Thomas, Ontario, Canada
**SWEET TEENS** — J. D. Carrier Shoe Co., Ltd., 90 Ontario Street, Toronto, Ontario, Canada

## T

**T.V.'S**—Hewetson of Canada, 57 Mill Street, N., Brampton, Ontario, Canada
**TACKABERRY**—Canada Cycle and Motor Co. Ltd., Weston Toronto 15, Ontario, Canada
**TALL SHOES**—Tetrault Shoe Ltd., 2251 Aird Avenue, Montreal, Quebec, Canada
**TARANTELLAS**—The W. E. Woelfle Shoe Co., Ltd., 127 Victoria Street, S., Kitchener, Ontario, Canada
**TARSAL EASE**—Tarsal Ease Shoe Co., Ltd., 305 Bellechasse Street, Montreal, Quebec, Canada
**TEA PARTY**—L. H. Packard & Co., Ltd., 4320 Boyce Street, Montreal, Quebec, Canada
**TEBBUTT SHOE, THE**—The Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure Street, Trois Rivieres, Quebec, Canada

## CANADIAN SHOE MANUFACTURERS

**TEPEE CHIEF**—Tepee Chief Reg'd, 27 Morissette, Loretteville, P. Q., Canada
**TOGA CASUALS**—Frank Hatch Shoes Ltd., 174 Renaud Avenue, Quebec City, Quebec, Canada
**TOPPERETTS** — Wallace Footwear Ltd., 10225 St. Lawrence Blvd., Montreal, Quebec, Canada
**TOPPER** — Wallace Footwear Ltd., 10225 St. Lawrence Blvd., Montreal, Quebec, Canada
**TRAVELMAID** — MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Avenue, Montreal, Quebec, Canada
**TRAYMORE**—Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler
**TREADEASY** — George C. Williams, Ltd., 10 Queen Elizabeth Blvd., Toronto, Ontario, Canada
**TREDDER**—The T. Sisman Shoe Co., Ltd., 111 Mosley Street, Aurora, Ontario, Canada
**TRU-POISE**—Murray-Selby Shoes Ltd., Richmond Street, London, Ontario, Canada
**TWINKLETOES**—Wragge Shoes Ltd., Montrose Street, Preston, Ontario, Canada
**TYROL**—Tyrol Shoe Co., Ltd., 34 Notre Dame Street, W., Montreal, Quebec, Canada

### U

**U. S. A. OFFICIAL AIR FORCE BOOT BY BOULET**—G. A. Boulet Limitee, St-Tite, Champlain, Co., Quebec, Canada

### V

**VALENTINE**—Greb Shoe Co., Ltd., 72 St. Leger Street, Kitchener, Ontario, Canada
**VALMORE** — The John Ritchie Co., Ltd., 260 St. Vallier Street, E., Quebec City, Quebec, Canada
**VELVET THREAD** — Apex Shoe Co., Ltd., 333 St. Joseph Street, Marieville, Quebec, Canada
**VISCOUNT**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler
**VOYAGEUR**—Fur & Leather Novelties Ltd., 570 King Street, W., Toronto, Ontario, Canada

### W

**WALK A BOUTS**—C. P. Ouimet Shoe Co., Ltd., 2251 Letourneux Avenue, Montreal, Quebec, Canada
**WALKER** — LaChance & Tanguay Reg'd, 95 Bigaouette Avenue, Quebec City, Quebec, Canada
**WEEKENDERS**—Susan Shoes Ltd., 1 Clark Street, East, Burlington, Ontario, Canada
**WEE SOFTIE** — Lucien Bougie Inc., 2061 Aird Avenue, Montreal, Quebec, Canada
**WEE STEP**—Lucien Bougie Inc., 2061 Aird Avenue, Montreal, Quebec, Canada
**WHITE CROSS**—C. P. Ouimet Shoe Co., Ltd., 2251 Letourneux Avenue, Montreal, Quebec, Canada
**WILKIES GLOVE-PHIT**—The Eagle Shoe Co., Ltd., 2083 Beaudry Street, Montreal, Quebec, Canada
**WILLIAMS SHOE, THE** — Williams Shoe Ltd., 53 Railroad Street, Brampton, Ontario, Canada
**WILLIAMS TRAINMASTER**—Williams Shoe Limited, 53 Railroad Street, Brampton, Ontario, Canada
**WILMONT**—Wilmont Shoe Co., Ltd., 918 Ontario Street, Montreal, Quebec, Canada
**WINDSOR**—The John Ritchie Co., Ltd., 260 St. Vallier Street, E., Quebec City, Quebec, Canada
**WINSTON**—Williams Shoe Limited, 53 Railroad Street, Brampton, Ontario, Canada
**WOLCOTTS** — The Wolcott Shoe Co., Ltd., 285 Ashland Avenue, London, Ontario, Canada
**WORKMASTER** — Reliance Shoe Co., Ltd., 144 Front Street, Toronto, Ontario, Canada—Manufacturer-Wholesaler

### Y

**YOUNG 'N GAY**—Wragge Shoes Ltd., Montrose Street, Preston, Ontario, Canada
**YUKON**—H. N. Groman Co. Ltd., P. O. Box 196 Sta "D", Ottawa, Ontario, Canada

### Z

**ZEROGUARDS**—Bata Shoe Co. of Canada Ltd., Batawa, Ontario, Canada—Manufacturer-Wholesaler

## ADDITIONAL LISTINGS SHOE MANUFACTURERS

**A. G. SPALDING & BROS.**—B. A. Corbin & Son Co., 110 Pleasant Street, Marlboro, Mass.
**APPROVED NURSE SHOE**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**BALL-BAND**—Mishawaka Rubber Co., Inc., 312 N. Hill Street, Mishawaka, Ind.
**BALLY**—Bally, Inc., 444 Madison Avenue, N. Y., N. Y.
**BOOTCO**—Blair Shoe Co., 116 N. New Ardmore Avenue, Broomall, Pa.
**BRAG-A-BOUTS** — Hudson Shoe Co., Hudson, Mass.
**BRIDGETTES**—Meltzer Shoe Methods, 544 N. Laurel Avenue, Los Angeles 48, Calif.
**BRONCO** — Bronco Boot Co., 313 W. Franklin Street, El Paso, Texas
**CABANA**—George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**CAMEO**—George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**CLASSMATE** — Ideal Shoe Mfg. Co., Milwaukee, Wis.
**COUNTER-MATICS** — Meltzer Shoe Methods, 544 N. Laurel Avenue, Los Angeles 48, Calif.
**CRUISERS**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**CUSHION MAGIC**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**EASI-GAIT**—George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**EVERIST**—Everist Shoe Co., Boot Rd., Malvern, Pa.
**FAIRFIELD**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**FASH-EN FIT**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**FASHION-LITES** — Hudson Shoe Co., Hudson, Mass.
**FEATHER-GAIT**—George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**FLITE STEP**—Ideal Shoe Co., 316 N. 3rd Street, Phila., Pa.—Wholesaler
**FORT-NITERS**—Hudson Shoe Co., Hudson, Mass.
**GOLF KING**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**HOBBIES**—George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**HOFFERT** — Chicago Theatrical Shoe Co., 6 East Lake Street, Chicago, Ill.
**ICELANDERS**—Hudson Shoe Co., Hudson, Mass.
**ILES NORTHAMPTON SHOES FOR MEN**—Lassie Slippers, Inc., 47 West 34th Street, Room 705, New York 24, N. Y.—Manufacturer-Wholesaler
**IVY-LITES**—Hudson Shoe Co., Hudson, Mass.
**KATJA OF SWEDEN**—Katja of Sweden, 200 West 57th Street, New York, N. Y.
**KOOLIES**—George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**KULIEN**—Kulien Shoe Factory, 611-13 N. Tower Avenue, Centralia, Wash.
**LUCKY OLD PALS**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**MAINE SPRING ARCH** — George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**MOON BEAMS**—Moon Beam Co., 951 W. Washington Blvd., Chicago, Ill.
**MOON MOCS**—Moon Beam Co., 951 W. Washington Blvd., Chicago, Ill.
**PAINOS**—Painos (Div. of Gustinettes), 47 W. 34th Street, N. Y., N. Y.
**PAPPAGALLO** — Pappagallo, Inc., 122 Fifth Avenue, New York, N. Y.
**PIPPINS OF CALIFORNIA** — Meltzer Shoe Methods, 544 N. Laurel Avenue, Los Angeles 48, Calif.
**PIXIES**—Ideal Shoe Co., 316 N. 3rd Street, Phila., Pa.—Wholesaler
**PLAY CHUMS**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**RUSTICOS**—George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**SI-EN-TIFFIC**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio

## ADDITIONAL LISTINGS

**SMOOTH-FIT** — M. G. Grundman & Sons, 906 N. 7th Street, Vincennes, Ind.
**SOFT-O-HEELS** — Meltzer Shoe Methods, 544 N. Laurel Avenue, Los Angeles 48, Calif.
**STYLE MASTER** — Culver Mfg. Co., Erin, Tenn.
**STYLE STEPS**—Culver Mfg. Co., Inc., Erin, Tenn.
**STYLE THRIFT**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**SUPER CUSHION VEL-FLEX**—George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**SYNCRO STEP**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**T.K.O.**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**TARSAL ARCH**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**TOM HASTINGS** — Hudson Shoe Co., Hudson, Mass.
**TOM KEENE**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**TRA-VELIGHT**—Culver Mfg. Co., Inc., Erin, Tenn.
**TRAVELIGHT**—Culver Mfg. Co., Inc., Erin, Tenn.
**VALEROS**—George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**VANITY MAIDS**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**VEL-FLEX**—George E. Keith Co., 100 Perkins Avenue, Brockton, Mass.
**VIKING**—C. S. Marston, Inc., 9 Park Street, Georgetown, Mass.
**WALKERS**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**WALKIES**—The H. C. Godman Co., 46 E. Fulton Street, Columbus 16, Ohio
**WILBUR COON SHOES**—Wilbur Coon Shoes, Batavia, N. Y.

## TANNERS

**BERGAMO**—Flagg Tanning Corp., 624 West Oregon Street, Milwaukee, Wis.
**BOOTMAKER** — Flagg Tanning Corp., 624 West Oregon Street, Milwaukee, Wis.
**CALVENE**—Flagg Tanning Corp., 624 West Oregon Street, Milwaukee, Wis.
**CALVETTE**—Flagg Tanning Corp., 624 West Oregon Street, Milwaukee, Wis.
**CARA**—Flagg Tanning Corp., 624 West Oregon Street, Milwaukee, Wis.
**LE GANT**—W. D. Byron & Sons, Inc., Williamsport, Md.

## ALLIED INDUSTRIES

**CORDO-HYDE** — shoe laces — Cordo-Hyde Inc., Reading, Penna.
**DAWHIDE** — laces — Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**GLOVE-TEX SHUGOR**—Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**GRECIAN** — United Shoe Machinery Corp., 140 Federal Street, Boston, Mass.
**HUDSON** — warranted gore — Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**JUNGLE JUTE**—knit fabrics—Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**PLURALASTIC** — rubber thread — Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**RUFFLETTE SHUGOR**—Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**STRAW 'N' STRING**—knit fabrics—Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**SWISS STRAW**—knit fabrics—Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**TAYLASTIX** — stretchable laces — Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**TAYLOPLEAT SHUGOR**—Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**TAYLORED-TOP**—binding — Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**TAYLOR-MAID**—braids—Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.
**TAYLOR-TAYLON**—Thomas Taylor & Sons, 50 Houghton Street, Hudson, Mass.

ACME BOOTS

# WORLD'S BEST KNOWN BOOTS

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ACME
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COWPUNCHER
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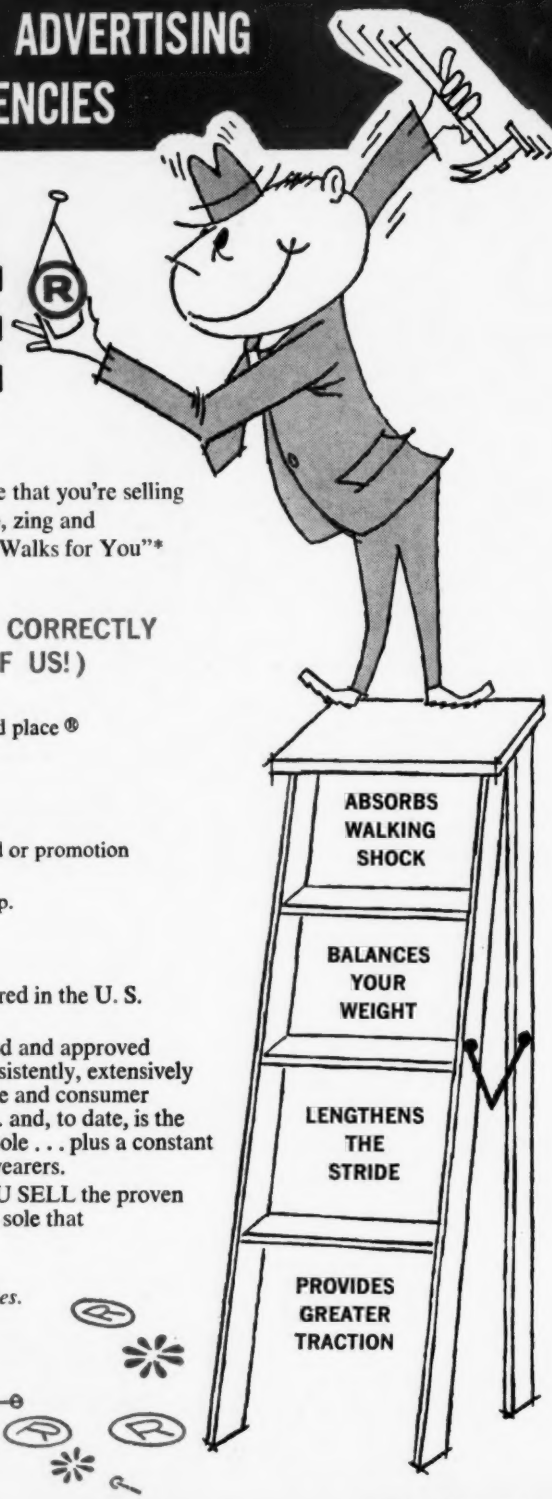
## BOOTS BELONG

in today's comfortable, practical, colorful way of living

*WORLD'S LARGEST BOOTMAKERS* • **ACME BOOT COMPANY, Inc.,** Clarksville, Tenn.

# IMPORTANT NOTICE TO ALL SHOE MANUFACTURERS, RETAILERS AND THEIR ADVERTISING DEPARTMENTS OR AGENCIES




# RIPPLE®

## Sole

So that your customers will know at a glance that you're selling the Genuine RIPPLE® Sole with all the pep, zing and spring-action that has made "The Shoe that Walks for You"* soar to dizzying heights of popularity —

### PLEASE USE OUR TRADEMARK CORRECTLY (— IT IS PRICELESS TO ALL OF US!)

**1.** Capitalize all letters of RIPPLE® and place ® over the final E:

**RIPPLE®**

**2.** Additionally . . . somewhere in the ad or promotion piece include:

TM Ripple Sole Corp.

### REMEMBER

RIPPLE® is an accepted trademark registered in the U. S. Patent Office.

The Genuine RIPPLE® Sole has been tested and approved by hundreds of thousands . . . has been consistently, extensively and aggressively advertised in national trade and consumer campaigns . . . has sold millions of pairs . . . and, to date, is the recipient of more publicity than any other sole . . . plus a constant stream of "rave" letters from enthusiastic wearers.

Make sure your customers realize that YOU SELL the proven comfort of Genuine RIPPLE® Sole . . . the sole that *defies imitation!*

*Genuine RIPPLE® Soles are protected by U.S. Patents and by patents in foreign countries.*

*TMs - Ripple Sole Corp.

For further information or assistance with advertising copy, write . . .

RIPPLE SOLE CORPORATION Detroit, Michigan